

DIGITAL
Customer Experience

Digital Citizen & Customer Experience Stay Two Steps Ahead

Bratislava, November 2014
Ruurd Dam



People matter, results count.

Technology is a driver & reason for Digital Transformations



”did you know..in the last minute..”

204

million
emails sent

47,000

app
downloads

135

new botnet
infections

1.3

million
YouTube views

Proven Success and Compelling Cases for Change from the private market



Compelling case for change

How to create a loyal B2B relationship with professional painters?



Compelling case for change

How to get 15% of a €50 billion business in 2020 online?



Compelling case for change

How to make CX a differentiator in our European business?



Compelling case for change

How to help our sales reps going mobile and increase #sales visits on and off trade?

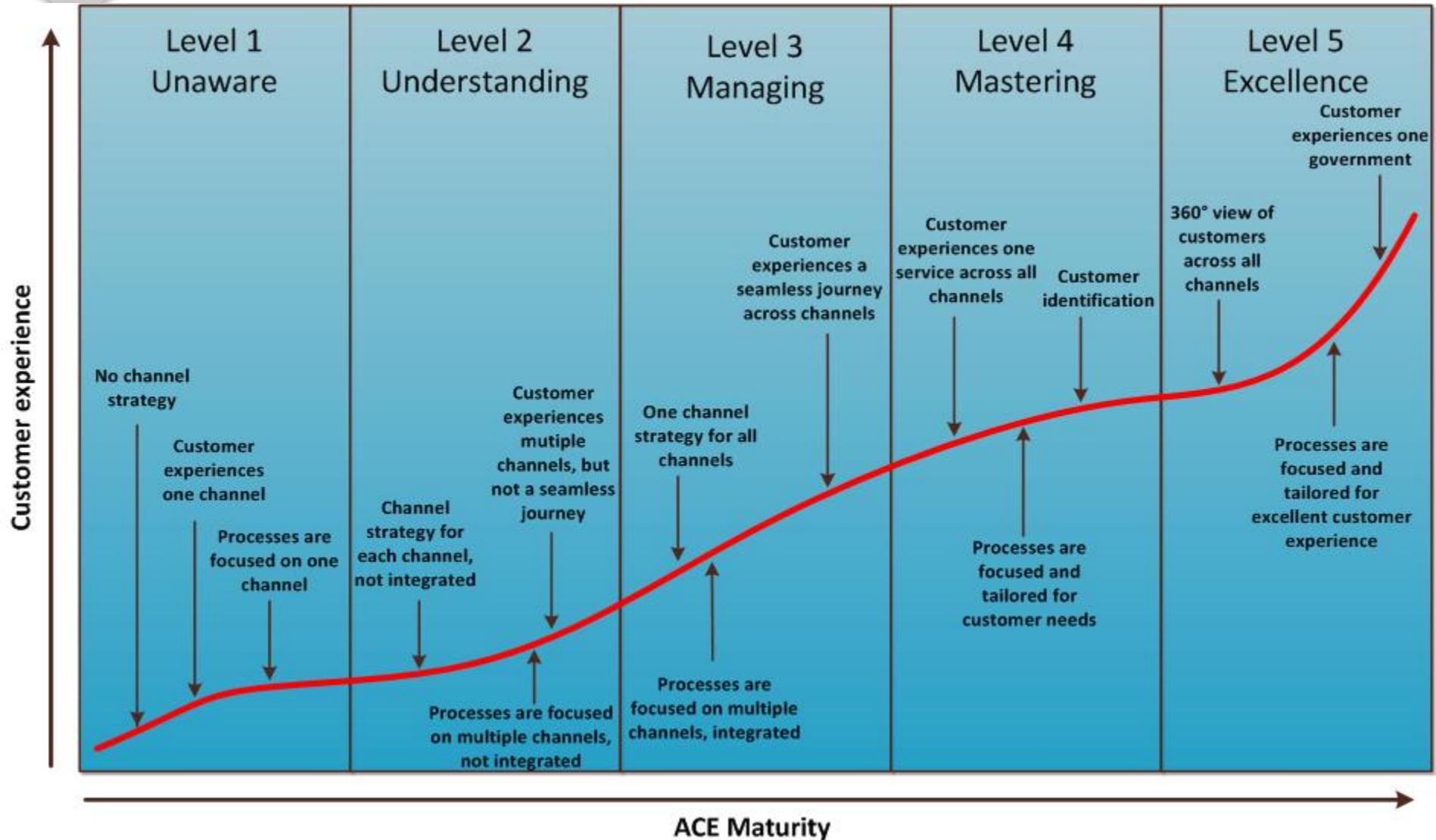
And citizen feel governments are lacking behind..



- Complex
 - Information is hard to find
 - Different levels of speed per channel
- Information security
 - Personal visit or letter is required
- No time gains
 - Unknown
- Technical issues
- Only basic info to find

Challenge for governments is to deliver a “digital citizen experience” above expectations

Where are you and to which digital level do you want to go?



Capgemini &  The MIT Center for Digital Business have been doing research for four years now



Digitally-mature companies have significantly better financial performance, **up to +26% profitability**

Digital Capability

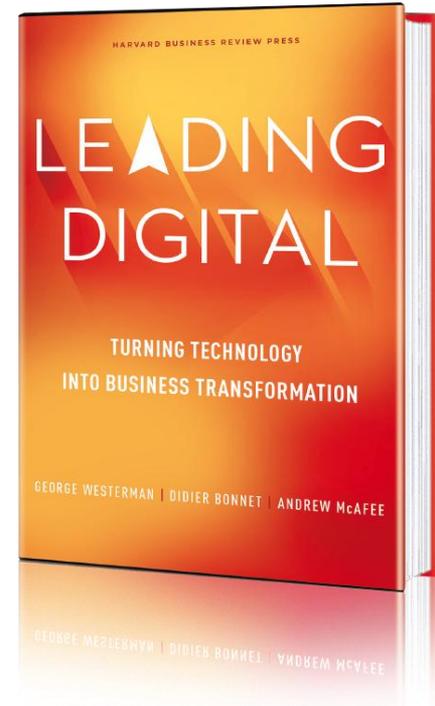
The What:

Using digital technology to transform the customer experience, operational processes and business models

The How:

Successful transformations depend as much on how firms manage digital transformation than solely on implementing new technologies

Leadership Capability



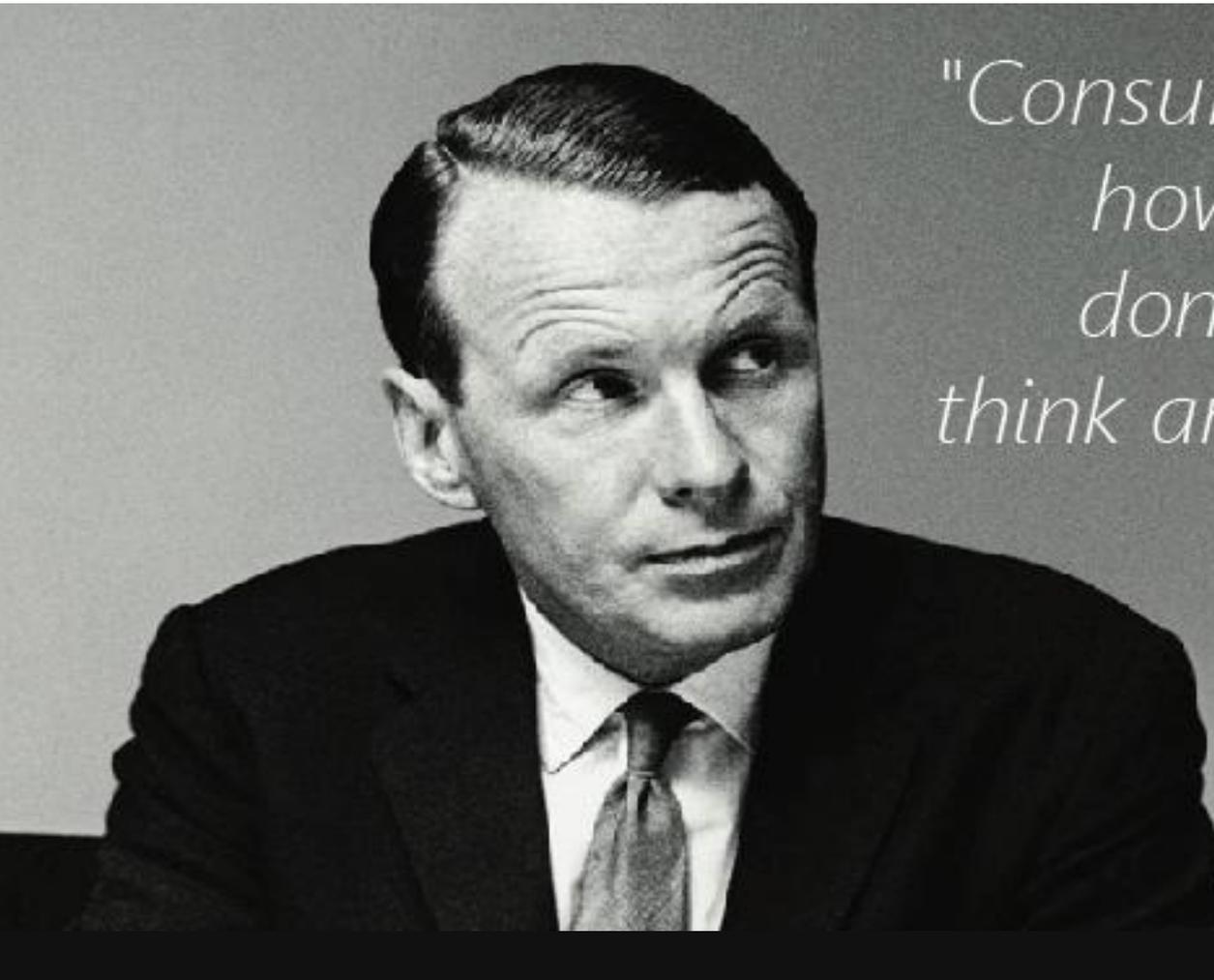
CXO's understand the WHAT.....but



Going digital is easier said than done ...



Who are your citizens or customers..? Personas, are you sure..?



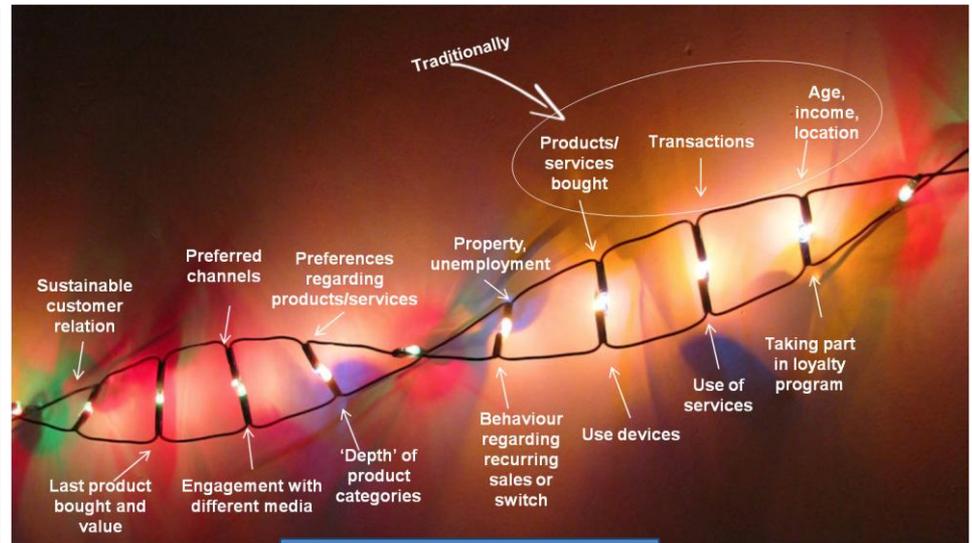
*"Consumers don't think
how they feel. They
don't say what they
think and they don't do
what they say."*

David Ogilvy – the Original Mad Man

What's your digital citizen strategy and who are they?

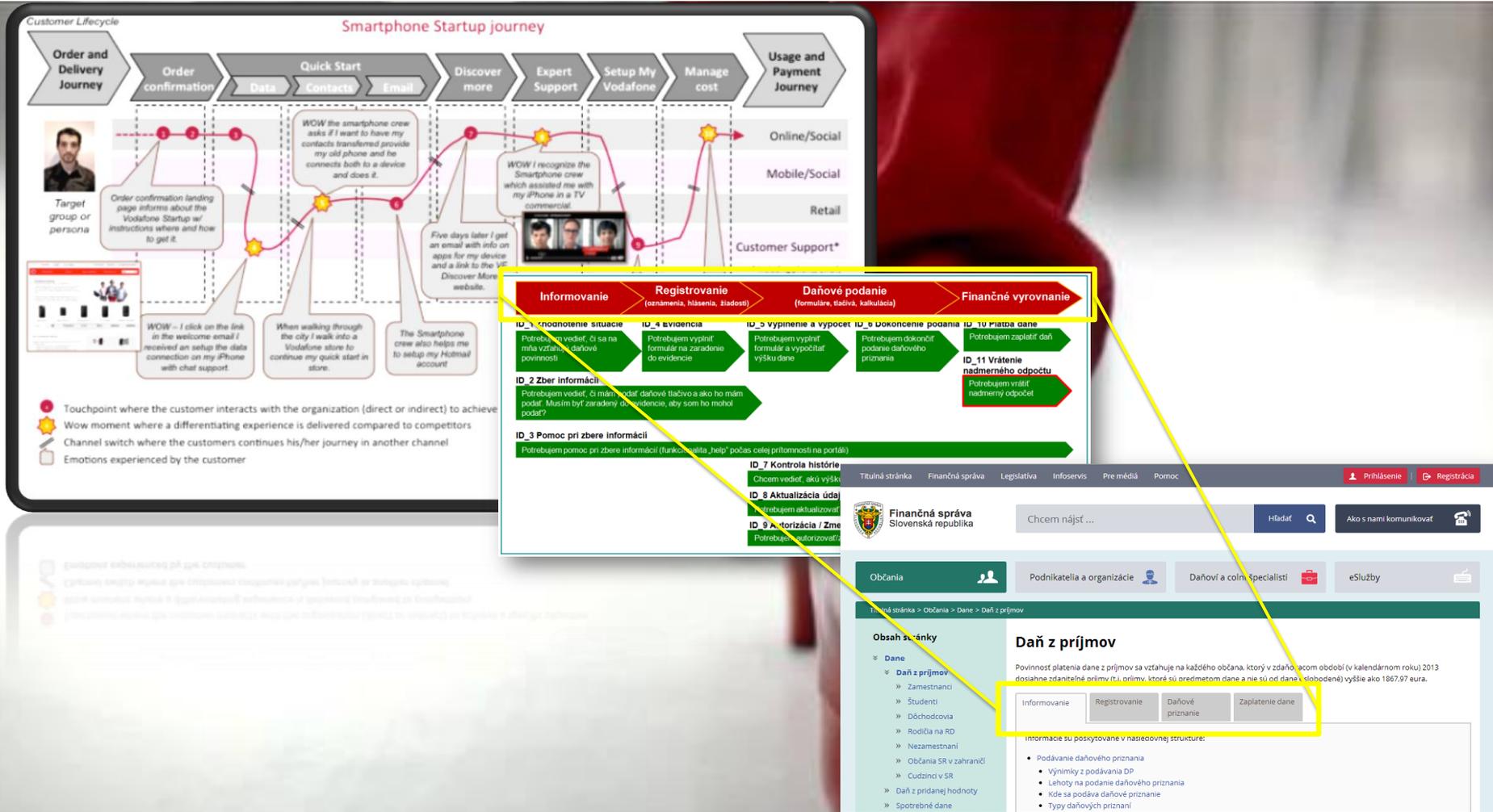


Digital Discovery Days



Data Driven Citizen DNA

We supported the launch of the Smartphone Startup supported by a large commercial campaign at Vodafone



Our partners look to Capgemini's ability to leverage strong relationships and our deep integration experience to help deliver complex digital projects”





About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

www.capgemini.com

About Capgemini University

First established in 1987, Capgemini University offers innovative learning solutions to all its employees worldwide through its international Center of Excellence (Les Fontaines, near Paris, France), as well as through virtual and local classroom and a wealth of other e-learning programs.

Capgemini University plays a key role in developing team skills and capabilities in line with the company's strategy, priorities and client expectations in creating and delivering learning journeys for sustainable results on individual, community and group level. It provides learning from both in-house and from external providers through innovative learning programs based on our next generation learning principles and our collaborative approach.

Capgemini University was accredited by the European Foundation for Management Development (EFMD) in 2008 and in 2013 the University delivered more than 2.5 million learning hours to 110,425 employees across the Group.

talent.capgemini.com/university