

Elevate customer experience with data-driven customer insights

Capgemini and Informatica work together to deliver personalization with Microsoft Dynamics 365 Customer Insights

Customer-centric experiences are no longer optional – they are necessary. In “better together” fashion, Capgemini, Informatica, and Microsoft present an integrated solution to businesses chasing these trends.

80% of customers will spend more with a brand that delivers a standout experience¹

85% Organizations leveraging insights through customer data outperform peers by 85% in sales growth and more than 25% in gross margin²

Engage and unify

Microsoft Dynamics 365 Customer Insights:

Stabilize and prepare: Set the foundation for an integrated Customer Insights solution, built to help you personalize customer experiences.

Discover and optimize

Informatica Enterprise Cloud Data Management:

Capture, transform, and analyze: Collect data across 200+ trusted, accessible sources to then enrich the data — leveraging predictive analytics — and visualize in a single view with Master Data Management

Implement and operationalize

Capgemini Customer Data Hub:

Structure, learn, and inform: Build a framework around the engagement to operationalize Customer Insights efforts, leveraging that data to maintain an up-to-date, 360-degree customer view

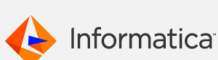
Activate

Your integrated solution to inspire greater customer experience:

Personalize and adapt: Employ added services and business applications to reveal new insights — informing marketing, sales, and service channels for an enhanced customer experience



Improve operational efficiency, increase sales, and drive customer loyalty by reviewing every interaction across marketing, sales, and service teams



Ensure high quality and trustworthy customer data for precise insights by accurately discovering, mastering, enriching, and managing your data



Bring together transactional, behavioral, and demographic data in real time to create a 360-degree view of your customers

Ready to learn more?

To qualify for an Envisioning Day or workshop, reach out today!

*Sources: ¹Forrester, 2020; ²McKinsey, 2020