Delivering scalable solutions for customer experience management
for a leading American Industrial Tech Corporation

Capgemini enables a reliable, scalable application landscape using ADMnext solutions that elevates customer experiences while improving agility and responsiveness.

A leading provider of essential technologies for the oil and gas industries wanted to continually enhance its customer experience (CX) landscape. With operations spread across multiple domains like intelligent operating solutions, precision technologies, and advanced healthcare solutions, the company relies on a unified Salesforce platform to streamline operations and elevate the customer experience.

When the organization decided that it had an opportunity to improve its processes and achieve greater efficiency and reliability, it approached Capgemini for a suitable solution. More specifically, the company wanted a scalable IT model to seamlessly integrate future operating companies, drive continuous productivity improvements, and ensure business continuity. And since the application also managed access to talent and other technologies, built-in flexibility and elasticity were key priorities.

Client: Leading oil and gas technology company

Region: North America

Industry: Industrial Tech Services

Client Challenge:
The company wanted to create a reliable and scalable application landscape that can adapt as the business grows without impacting the customer experience.

Solution:
With ADMnext solutions and smart prioritization, the team successfully optimized and managed an application landscape that provided built-in scalability, flexibility, and elasticity to ensure the seamless integration of new entities.

Benefits:
- 10% reduction in incidents
- 8% increase in productivity
- 60% acceleration in ticket resolution
- New capabilities like Smart Observer for real time Salesforce monitoring
- App optimization
- Support for global rollouts

Delivering a responsive landscape

The project team leveraged ADMnext solutions to implement a scalable application management process underpinned by a comprehensive DevOps model. This approach combined support and enhancement efforts within the same team while a war room initiative reduced backlog to zero within four weeks, bringing efficiency levels to an all-time high.

As part of the development of the Salesforce environment, Capgemini's team implemented custom enhancements to provide an elevated IT experience. To reduce time spent on manual data entry, a custom Lightning component enabled users to scan barcodes, ensuring precise data capture and saving 60 hours a day. And because the component can be installed in any Salesforce platform, it offers a seamless solution for warehouse management.

The implementation of Configure Price Quote (CPQ) tools streamlined the sales process and ensured that sales teams can provide accurate pricing for any product configuration. Capgemini also introduced a quality, delivery, inventory, and productivity (QDIP) process to identify recurring issues related to pricing inconsistencies. Together these tools have ensured accurate pricing and reduced the risk of errors.
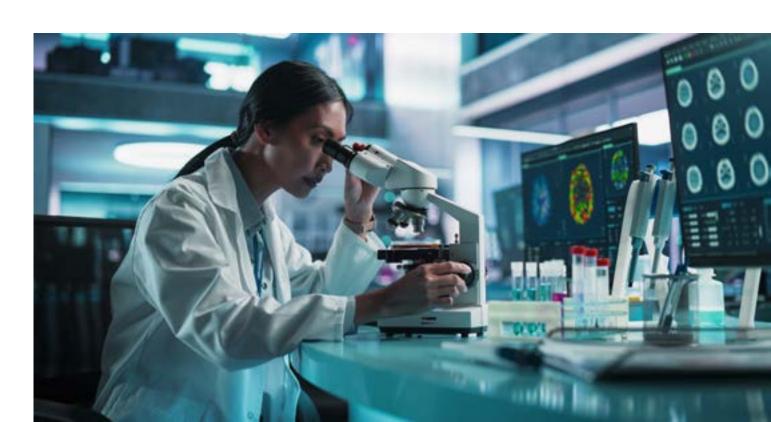
Meanwhile, new territory management processes provided enhanced functionality to the sales team. Apex classes enabled the customization and automation needed to integrate the territory model beyond Accounts and Opportunities. This led to improved operational efficiency, and streamlined processes that ensure all records are properly categorized.

A significant advancement was the integration of Generative AI (Gen AI) into the case resolution process. By leveraging Azure Gen AI, the team developed a sophisticated system for generating AI-driven prompts directly from case data. This innovation empowers service agents by providing intelligent, context-aware suggestions, dramatically improving the speed and accuracy of case resolution. This use of Gen AI not only enhances the efficiency of service operations, but also elevates the overall customer experience by ensuring quicker and more accurate responses to inquiries.

Other enhancements like Cleanup and SSO implementations improved the application environments and ensured secure access management to all client environments.

Together, these efforts reduced the need for manual support by 15% and the freed-up resources were moved to more strategic development projects. Additionally, they implemented an embedded architect capacity process to enhance agility, collaboration, and enable business capabilities, including mobile service enablement.

Driving strategic goals with visible impact

Building a scalable customer experience application landscape yielded significant dividends for the company and contributed to its growth and operational efficiencies. Some of the visible impacts on the ground include,

- **Incident reduction:** The solution eliminated 10% of incidents, reducing downtime and improving system reliability.

- **Productivity gains:** Productivity increased by 12%, enabling more focus on value-added developments.

- **Faster ticket resolution:** The resolution time for repetitive tickets improved by 60%, significantly enhancing response times.

- **Knowledge management:** Efficient documentation and knowledge articles brought the recurrence of incidents down by 45%.

- **Application optimization:** Data deduplication and integration with Oracle reduced the number of cases by approximately 20 per month, streamlining processes and reducing errors.

- **Support for global rollouts:** The team supported multiple rollouts in the Middle East and APAC, demonstrating the scalability and global applicability enabled by the solution.

An agile organization ahead

Capgemini's scalable application management for the customer experience has significantly enhanced the company's ambitions of continued growth and expansion capabilities. Through a combination of innovative solutions and strategic prioritization, Capgemini's team delivered an agile, responsive application landscape that has been the catalyst for improvements in productivity, incident management, and overall operational efficiency.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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