

Connected Marketing for Banking

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SYNOPSIS OF THE OFFER

Why Connected Marketing?

Marketing is one of the most critical functions to drive Growth and Acquisition for our clients. Traditionally, marketing was mostly focused on driving mail campaigns and after-the-fact execution to launch or propagate products. Over the past few years, the role of the Chief Marketing Officer (CMO) has evolved into a Growth

Leader to drive the branding, acquisition and consistent experience across the customer life cycle. With most of our financial services organizations focusing on the customer at the center of their product and GTM strategy, there is a huge emphasis to move from traditional mail marketing to Digital marketing and from batch/blast marketing to more personalized 1:1 marketing. To leverage the innovations in technology – more specifically the MarTech ecosystem and evolving digital channels – CMO is making investments in technology. As one of our key priorities is to become a partner to business, we have picked up Connected Marketing as one of the Propel offers to get closer to the CMO agenda.

Why should clients look at Capgemini's Connected Marketing Offer?

Capgemini is very uniquely placed with its robust Connected Marketing Offer. We bring a rare combination of end-to-end capabilities which most of our competitors cannot rival. We are a full service firm and we bring capabilities across 5 key pillars of the CMO agenda:

- **Brand Management:** Driving brand research, purpose and experience with our Frog and DCX teams.
- **Marketing Organization:** Target operating model, ROI and change management with our Invent team
- **Marketing Technology (MarTech):** Target architecture, implementation and support with our DCX and I&D teams.
- **Customer Activation:** Voice of customer, personalization and data / compliance with our DCX & I&D teams
- **Content Marketing:** Content strategy, supply chain, offer management and campaign management with our DCX team.

We are well positioned to support the CMO agenda across Design, Build and Operate capabilities. We also support some very specific offers which are super relevant to regulated industries like FS such as Disclosure Management. Also, we have a dedicated marketing agency as part of our DCX team where we can design and launch campaigns at a very high velocity in an outcome model directly for the business.

We have some fantastic case studies, right partnerships and a holistic approach to go to market on this subject.

Some of our popular Connected Marketing Offerings:

- Target Operating Model, Brand Strategy
- MarTech Strategy and Blueprints
- Content Strategy and Content Supply Chain Build out
- Customer Data Platforms (CDP) Implementations
- Content Management System Migrations / Modernization
- Loyalty & Offer Management
- Campaign Management and Automation
- Lead Management and Nurturing
- Data Driven Personalization
- Search & Knowledge Graphs
- Marketing Measurement & Optimization
- Building Marketing CoEs
- Disclosure Management

Key Partnerships:

Adobe, Salesforce, Pega, Google Analytics, Coveo, Naehas, Tealium, Segment, Medallia

ELEVATOR PITCH		OFFER: Connected Marketing	🕒 30" - 45"
MARKET CONTEXT AND MAIN ADDRESSED CUSTOMER CHALLENGES			
<ul style="list-style-type: none"> Traditional FS firms struggle to offer the right Customer Experience leading to customers looking for alternate avenues 75% customers feel fast, easy to use, accessible services at low cost motivate them to try and switch to new age players while 85% of customers using new-age services would recommend these services to others Banking at crossroads with FinTech – inefficient and siloed in customer outreach, incomplete view of client/prospect due to limited or inaccurate data, legacy technology and regulations on customer communications CMOs are to guide transition from product to customer-centric marketing Rapidly changing customer needs in a highly uncertain environment, and highly regulated industry 			
OUR OFFER AND VALUE PROPOSITION			
<ul style="list-style-type: none"> We have leveraged the Group Connected marketing Offer, and verticalized it for Banking, to help Banks accelerate their marketing outcomes, with a focus on personalization and disclosure management We provide necessary guidance to firms on switching from product-centric marketing to customer-centric marketing and personalized Customer Activation & Content for regulated industry We enable personalization through robust decisioning engine and matching the scale and speed needed for it We have mapped banking specific processes and regulations within marketing solution components, tailoring to meet banking regulatory requirements 			
WE HAVE DONE THIS BEFORE FOR...			
<ul style="list-style-type: none"> Morgan Stanley's program to deliver personalized offers to their customers. Implementing the project led to 50% reduction in marketing operations cost and 25% increase in marketing efficiency Marketing transformation at Vanguard – Help accelerate digital marketing efforts for B2C and B2B clients, by executing a 3-year roadmap in building digital marketing capabilities, and help maximize returns from investments for experience, data and marketing automation 			
WHY WE ARE 'SPECIAL'			
<ul style="list-style-type: none"> Proven platform with excellent credentials across industries Working with best of breed partners (Adobe, Salesforce, Google Analytics, Naehas, all major hyperscalers) Robust framework across the five tenets - Brand Management, Marketing Organization, MarTech, Customer Activation, Content End to end marketing services offerings from strategy to execution 			

Key documents

Connected Marketing for Banking_Sales Deck_Sep 22 2023

Connected Marketing_Propel Webinar Series_Sep 21 2023

Go To Market Documents

[Click here to open the offer assets](#)

Service Offerings



Hyper-personalization for Financial Services [View offer](#)

Offer Owner

Person responsible for offer.

X-PORT Page Editors

Should you see anything on this page that needs changing, please contact the X-PORT PAGE EDITORS

Partners

GTM Tools that are available to better manage your Sales Campaign

Sorry, no related use cases found.

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