

Connected Products for Consumers (Connected Consumer)

sonalirathod : 2-2 minutes : 12/12/2023

Consumers are demanding better products, meaningful experiences, and the outcomes they want- simply, securely, and effortlessly.

Connected consumer products open the door for brands to create a direct digital connections and take control of the customer relationship to remain relevant and build long-term value.

This Connected Consumer Product offer delivers many benefits, including:

- Direct relationship between brands and their customers increasing loyalty
- Expands sales with new services and value
- Brands differentiate on experience quality rather than pricing
- Customer data becomes the fuel for innovation and marketing

Capgemini has a dedicated organization focused on accelerating the development and scale of connected consumer ecosystems, powered by field-proven methodologies, frameworks, and accelerators to launch the right product, at the right time.

Success examples range from Nike, the footwear apparel giant, which has made the pivot to a digital-first, direct-to-consumer company, Coke, which continues to innovate in drink customization through products like Freestyle, to Disney which has transformed the park experience through the Disney Magic band – all resulting in new profitable revenue streams and increased customer delight and loyalty.

This offer is for Consumer Products companies, and the key client stakeholders include:

CEO / P&L Owner; Chief Strategy Officer; Chief Digital Officer; Chief Product Officer; Head of Engineering / R&D; Chief Marketing Officer.

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