Shaping perspectives **for the next generation of** *customer ecosystems*

The road to customer obsession

Capgemini | salesforce

Shaping perspectives for the next generation of *customer ecosystems*

Abstract

The evolving retail and consumer goods landscape demands a shift from offering single products and services to focusing on holistic customer needs and aspirations. A mere 3% of companies prioritize customers' needs, desires, and satisfaction in every business decision.[1] This highlights a significant opportunity for brands to differentiate themselves by becoming truly customer-obsessed. This Point of View (PoV) explores how retailers and consumer good companies with direct-to-consumer business can become customer-obsessed and leverage customer ecosystems for their benefit. By connecting their products, services, and experiences, brands can keep customers engaged and loyal. Key pillars of a holistic customer ecosystem include loyalty & customer engagement, unified commerce, and partnerships & data. Generative Artificial Intelligence (Gen AI) and Agentic AI, exemplified by Salesforce's Agentforce, are crucial enablers and efficiency drivers, offering personalized guidance, automating customer service, and unlocking new revenue streams. Capgemini and Salesforce, as partners, bring a powerful combination of expertise and technology to help consumer goods companies and retailers build successful customer ecosystems. Through selected case studies, this PoV illustrates how these strategies enable businesses to take a lead in customer ecosystems, creating lasting customer relationships and driving sustainable business growth beyond narrow-scoped brand offerings.

"**Customers today seek holistic experiences that address the relevant fields in their lives. They want it all, they want it connected, and they want it seamless.**"

CHRISTINA SCHEHL,
Head of Customer First Germany, Capgemini Invent

Customer-obsessed organizations reported **41%** faster revenue growth, **49%** faster profit growth, and **51%** better customer retention compared to non-customer-obsessed organizations.[1]

1   Forrester. (2024, June 17). Forrester's 2024 US Customer Experience Index: Brands' CX quality is at an all-time low.

A **customer ecosystem** is a network of partners beyond one life area, who jointly create products and services that generate added value for the customer, exceeding the value they would generate individually. It goes beyond traditional customer relationships to create a value-rich environment where customers can seamlessly engage with the brand, access relevant products and services, and connect with other customers.

Customer ecosystems are essential in meeting evolving expectations, driving differentiation, and fueling business growth. They enable hyper-personalization through data, create unique end-to-end experiences, and diversify revenue streams via subscriptions and digital platforms. Ecosystems also facilitate strategic partnerships, enhance customer relationships, and optimize business operations for sustained success. LEGO has mastered the art of building an incredibly engaging customer ecosystem. Beyond the core product excellence and play value, LEGO expands their universe constantly into diverse media and experiences (e.g., movies, TV shows, video games, theme parks etc.) and creates engaging communities for their customers to participate and co-create (e.g., LEGO Life App, LEGO Ideas). LEGO's success lies in its ability to create a holistic and immersive brand experience that goes beyond simply selling toys. They've built a world that people want to be a part of.

To build a strong customer ecosystem, consumer good companies and retailers should

- **put customers' needs, desires, and satisfaction at the forefront:** identify key life areas of customers, align offerings accordingly and create elevated loyalty and customer engagement.

- **ensure seamless integration:** connect digital and physical touchpoints to enhance value.

- **build partnerships and monetize data:** collaborate with complementary brands and service providers.

- **embrace Data and AI for a better experience and efficiency:** leverage Gen AI technologies to inspire, ease and automate processes, personalize customer interactions, and optimize operations for increased efficiency and cost-effectiveness.

In today's market, customer expectations have shifted toward **seamless, personalized experiences beyond individual products and services**. 7 out of 10 customers expect brands to recognize them and play an active role in their lives.[2] When customers are emotionally invested in a brand, their expectations soar. They anticipate personalized experiences and a brand that integrates meaningfully into their lifestyle – and offer products and services in all life areas relevant to them. This shift demands that brands understand customers as multifaceted individuals, not just consumers. **It demands brands to become customer-obsessed.**

A well-designed customer ecosystem can build the foundation to put customers' needs at the forefront of business decisions. It builds interconnected networks of products, services, and experiences, fostering engagement, loyalty, and growth opportunities. It combines the major fields of play with three key pillars to build on: **loyalty & customer engagement, unified commerce and partnerships & data monetization. These pillars are enabled and boosted with Gen AI** (which therefore serves a key enabler). All pillars interact to deliver personalized, value-driven experiences, deepen relationships, and unlock new revenue streams, ensuring long-term business growth.

Figure 1: Three pillars of customer ecosystems and the Data and AI enabler

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2   Capgemini (2022). Loyalty deciphered: How emotions drive genuine engagement.

Brands can enrich customers' everyday life with their customer ecosystem

Have you met Anya? Anya is training for her first half-marathon. For her preparation she's not just looking for running shoes; **she wants a brand that supports her entire fitness journey.** She's been following that one brand – Pace Lab – on social media, noticing their focus on more than just apparel. She joins the Pace Lab's "Pace Collective" loyalty program for access to a virtual running workshop with a renowned coach, exclusive early access to new running gear, and a personalized training plan based on her fitness level and marathon goal. Browsing the brand's app, she adds moisture-wicking apparel and recommended energy gels to her cart, using seamless payment and same-day pickup. Anya receives a notification through the app: "Exclusive offer for our members: 20% off a one-month subscription to 'RunStrong', a personalized running coaching app." Pace Lab has partnered with RunStrong to offer its members valuable resources beyond just their own products. Anya

is intrigued and decides to try it out. **She realizes the brand isn't just selling its stuff; they're connecting her with resources that genuinely support her goals.** Struggling with nutrition, she uses the in-app Gen AI assistant for pre-run breakfast suggestions and a shopping list.

Anya is no longer just a customer; she's a loyal member of the Pace Lab's customer ecosystem. She feels understood and supported in her pursuit of her marathon goal. The sports brand has successfully engaged her through a holistic approach that goes beyond transactions, offering valuable resources, personalized guidance, and a sense of community. Anya is now a brand advocate, recommending Pace Lab to her friends and colleagues. She's not just buying their products; she's investing in a partnership that supports her goals of being healthier and sportier.

Building *lasting customer relationships* hinges on robust customer engagement *strategies*
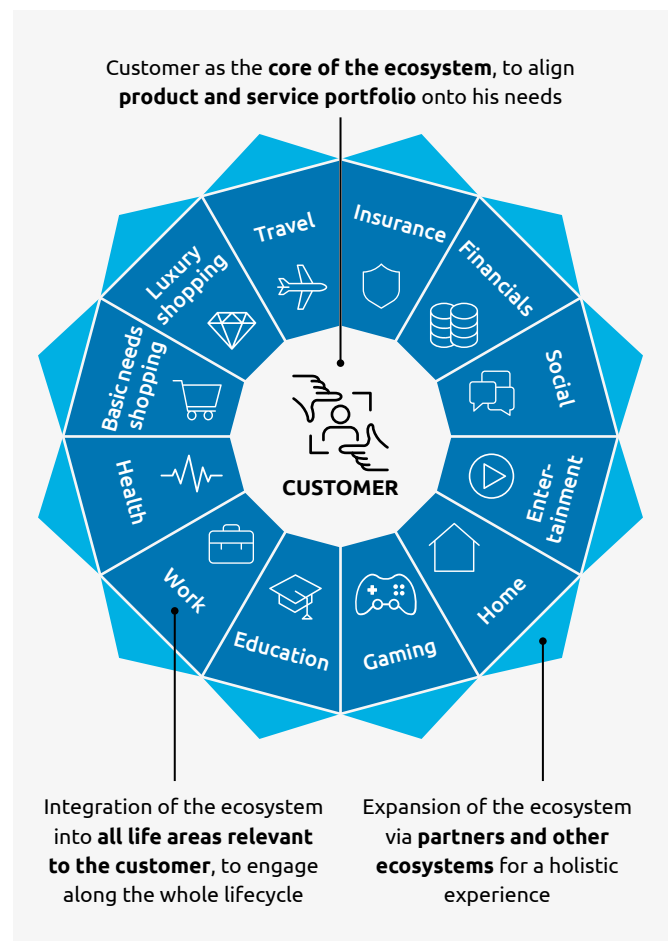
For a customer-obsessed business, loyalty is shaped not just through rewards or discounts, but by building genuine, lasting relationships with customers. It is about understanding their needs, exceeding their expectations, and consistently demonstrating that they are valued.

More than just points and discounts, these strategies cultivate genuine, emotional brand connections through consistent interaction and repurchases. **Effective customer engagement means fostering holistic experiences across all touchpoints and life areas relevant to customers, incorporating personalized rewards, exclusive access, or community-driven initiatives.** By creating a well-structured customer engagement program, businesses keep customers actively engaged, significantly boosting retention and loyalty while maximizing Customer Lifetime Value (CLV).

69% of emotionally engaged consumers want brands to play a greater part in their life.[3]

Figure 2: Customer engagement thrives with the right life areas and brand interaction

Customer as the **core of the ecosystem**, to align **product and service portfolio** onto his needs

Travel · Insurance · Financials · Social · Entertainment · Home · Gaming · Education · Work · Health · Basic needs shopping · Luxury shopping

CUSTOMER

Integration of the ecosystem into **all life areas relevant to the customer**, to engage along the whole lifecycle

Expansion of the ecosystem via **partners and other ecosystems** for a holistic experience

Within a customer ecosystem, "Elevated Loyalty" (to be understood as a combination of rational, emotional and purposeful loyalty) acts as the crucial link, seamlessly connecting products, services, and experiences to drive repeated engagement. **By weaving in loyalty mechanisms that resonate emotionally and purposefully** – such as gamification, community building, and product co-creation – **brands transform casual buyers into passionate advocates.** This not only deepens customer trust and satisfaction but also strengthens the entire ecosystem.

Engaged customers generate valuable first-party data and fuel higher conversions across all commerce channels. By focusing on these elements, **a customer-obsessed business can cultivate deep loyalty that goes beyond transactional relationships.** Customers become true advocates, not just because they receive rewards, but because they feel valued, understood, and genuinely cared for. Ultimately, this robust loyalty pillar ensures the ecosystem's long-term sustainability, solidifying customer commitment and maximizing business impact.

3   Capgemini (2022). Loyalty deciphered: How emotions drive genuine engagement.

**Figure 3: Lasting customer engagement requires more than just monetary benefits –
we call this "Elevated Loyalty"**
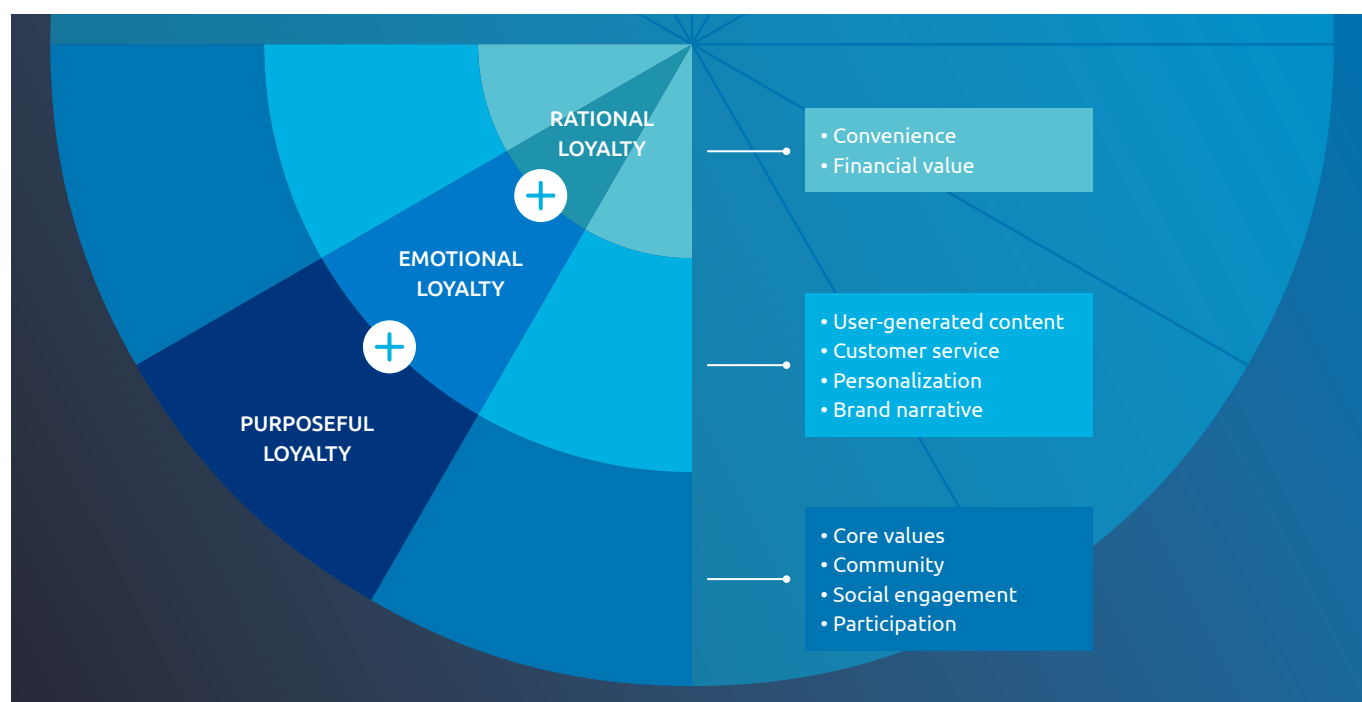
What's in it for your customers?

A strong loyalty and engagement strategy provides customers with tangible value that goes beyond simple discounts. Studies show that customers highly value personalized experiences, with **71% of consumers expecting brands to deliver personalized interactions[4] reflecting the relevancy of customer service for enriched experiences.** This can include personalized rewards, exclusive early access to products or services, and streamlined services that save time and effort.

Seamless, integrated loyalty programs make participation effortless, empowering customers with control over their data and preferences. Research indicates that **95% of consumers seek seamless experiences across all touchpoints[4].** Furthermore, engaging experiences – powered by gamification and Generative AI, alongside strong brand communities – foster a sense of belonging and make customers feel genuinely appreciated. In fact, 69% of emotionally engaged consumers want brands to play a greater role in their lives.[5]

4 Capgemini Research Institute (2025). What matters to today's consumer.
5 Capgemini (2022). Loyalty deciphered: How emotions drive genuine engagement.
6 Salesforce (2024). Mecca Customer Story.
7 Retention Science [ReSci] (2021). The ROI of customer retention.
8 Zendesk (2021). Customer experience trends report 2021.

What's in it for your business?

For businesses, loyalty and customer engagement are cornerstones of sustainable growth. **By cultivating long-term customer relationships, businesses can significantly increase retention rates and increase the share of omni-shoppers significantly.[6]** Research shows that even a small improvement in retention can have a substantial impact on profitability. In fact, increasing a brand's customer retention rate by just 5% can potentially lead to a profit increase of 25% to 95%.[7] This comes as retained customers tend to spend more over time, contributing to higher CLV. Loyal and engaged customers are more likely to make repurchases and spend more per transaction. Studies have shown that **highly engaged customers buy 90% more often and spend 60% more per transaction.** It shows more than half of loyal customers are willing to go the extra mile to buy from brands they love.[8] Engaged customers provide valuable first-party data that enables businesses to personalize their offerings and marketing efforts. This personalization can further enhance engagement and drive even greater revenue growth. Moreover, loyal customers often become brand advocates, recommending the brand to others and contributing to organic growth.

By aligning customer benefits with business objectives, the loyalty & engagement pillar creates a win-win scenario, fostering deeper relationships while driving profitability and ecosystem growth.

"Effective customer engagement requires a holistic approach that combines data-driven insights with customer ecosystems design to create truly memorable experiences."

DR. SOPHIE KÖNIG-RUTT, Elevated Loyalty Lead Germany, Capgemini Invent

How we make it work

Capgemini and Salesforce collaborate to transform loyalty programs into dynamic, data-driven experiences that foster long-lasting customer relationships. By combining Capgemini's strategic expertise with Salesforce's advanced technology, **we help businesses design personalized engagement strategies that go beyond traditional rewards.**

Key aspects of our collaboration:

- **Data-driven loyalty strategies:** by leveraging Salesforce Data Cloud, we unify customer data to create a 360° view, enabling predictive analytics and hyper-personalized loyalty programs. This ensures that businesses can anticipate customer needs and deliver relevant rewards and incentives.

- **Designing engaging & rewarding experiences:** with Salesforce Loyalty Management, we craft interactive programs that incorporate points, tiers, benefits, badges, and gamification. This approach enhances customer motivation, strengthens emotional connections, and increases long-term engagement.

- **Delivering exceptional service & support:** using Salesforce Service Cloud, we provide seamless, personalized interactions across all touchpoints. Proactive support, AI-driven insights, and omnichannel engagement ensure a smooth and rewarding customer experience.

CASE STUDY

IKEA faced challenges with limited engagement beyond transactions, leading to anonymous shopping and missed data opportunities. As retail evolves, IKEA needed a digital connection strategy to enhance customer experiences. Collaborating with Capgemini, an identified membership framework was created to personalize interactions across touchpoints. By leveraging customer data, IKEA now offers relevant products and services throughout the shopping journey. Testing identified high-impact touchpoints, resulting in an opportunity playbook and the evaluation of over 100 touchpoints, 25+ external examples, and 5 key use cases for scalable implementation.

The implementation of this new Membership Framework has yielded significant results, demonstrating a clear impact on IKEA's active members growth (+11%, plus an 8% rise in share of linked sales) and financial figures (+37x ROI factor).

These Key Performance Indicators (KPIs) highlight the effectiveness of IKEA's digital connection strategy and the success of its collaboration with Capgemini in creating a more engaging and profitable customer experience.

While Salesforce provides a robust platform for building loyalty programs, Capgemini brings essential expertise and capabilities to maximize the effectiveness of these tools and drive customer engagement. With a deep customer understanding, Capgemini helps retailers design a comprehensive loyalty strategy aligned with their business goals and customer needs.

Unified commerce refers to an *integrated* and *frictionless* shopping experience

In a unified commerce customers can browse, purchase, and receive products or services effortlessly across multiple channels.
It ensures smooth, intuitive, and consistent transactions whether online, in-store, on mobile apps, or through social media.

A seamless customer experience delivers a unified shopping journey, blending digital and physical touchpoints. Powered by data and AI, it offers personalized recommendations and promotions. Transactions are swift and secure, with diverse payment options like digital wallets and one-click checkouts. Real-time inventory visibility prevents stock issues, while flexible fulfillment (e.g., in-store pickup, same-day delivery, easy returns) maximizes convenience. Integrated customer service – potentially supported by Gen AI – ensures smooth transitions between channels, eliminating the need for customers to repeat information along the journey. **As a key driver for positive customer experiences and future self-service adoption, a seamless transition between online and offline channels is essential.**

93% of consumers express a high satisfaction with seamless channel transition between offline and online channels.[9]

What's in it for your customers?

Unified commerce meets growing consumer expectations since 67% of consumers want personalized offers based on their spending habits while shopping[10] and **86% of consumers are willing to pay more for hassle-free shopping.[11]** AI-driven personalization enhances convenience through tailored recommendations and targeted promotions.

Real-time inventory syncing, flexible fulfillment options, and secure transactions minimize friction and make shopping faster and easier. Integrated customer support, based on AI agents, ensures quick issue resolution of problems or answering questions like "Where is my order?", fostering trust and long-term engagement. Prioritizing sales channels strategically maximizes profitability while maintaining exceptional service.

What's in it for your business?

Unified commerce empowers businesses by optimizing operations, boosting efficiency, and driving profitability. Robust governance and streamlined processes minimize friction across all sales channels, improving resource allocation and cost control. Utilizing AI, data analytics, and automation enhances customer engagement, increases retention, and creates new revenue opportunities. **Prioritizing seamless omnichannel experiences cultivates brand loyalty, encourages repeat purchases, and ensures long-term business growth.** Capgemini's research shows that an increasing number of organizations consider the implementation of augmented Gen AI tools to push customer centricity as driver for revenue and innovation. The push of increased revenue and innovation is confirmed by 71% (in 2024, compared to 45% in 2023) of retail organizations and 74% (in 2024, compared to 56% in 2023) of organizations within the consumer products industry.[12]

By offering customers flexible fulfillment options, such as faster delivery options, customer are willing to pay for speed and efficiency. As example, consumers are willing to pay 9% of the original order value for a 2-hour delivery.[12]

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9   Total Retail (2024). The Future of Retail: Brands and the Seamless Omnichannel Experience.

10 Adobe (2022). Adobe Commerce study highlights the importance of personalized experiences.

11 Nalawade, S. (2021). 86% of buyers ready to pay for better CX.

12 Capgemini Research Institute (2024). What matters to today's consumer 2025.

Facing physical storefront closures due to COVID-19, **SONOS** successfully addressed the challenges by pivoting to a robust e-commerce model using Salesforce's Customer 360 platform. Sonos leveraged Salesforce's Customer 360 platform, specifically B2C Commerce Cloud, Service Cloud, and Marketing Cloud, to create a connected and seamless digital customer journey prioritizing customer experience, personalized engagement and efficient service. By leveraging customer data and a robust e-commerce platform, SONOS was able to build direct relationships with customers through a customized online storefront and offer seamless service throughout the purchasing process. The implementation of this new e-commerce model has yielded significant results, demonstrating a clear impact on SONOS' direct-to-consumer revenue, which saw a 400% year-over-year increase in April 2020 and a shift in the business model from 10% to 45% direct-to-consumer sales. These results highlight the effectiveness of SONOS' digital connection strategy and the success of leveraging Salesforce's Customer 360 platform in creating a more resilient and profitable business model with unprecedented growth in the face of disruptive market conditions.

"In today's digital-first world, unified commerce is no longer a luxury – it's a necessity. Businesses are asked to enhance their customer experience strategies by seamlessly integrating digital and physical offerings."

SARAH HOEHL, Regional Vice President Retail & Consumer Goods, Salesforce

How we make it work

Capgemini and Salesforce collaborate to create seamless, personalized, and efficient shopping experiences for retail and consumer goods businesses. By leveraging data-driven insights, automation, and AI, **we help businesses enhance the shopping journeys of their customers, streamline operations, and drive long-term success.**

Key aspects of our collaboration:

- **Unlock a unified commerce platform:** elevate the customer journey with Retail Cloud. Recreate online personalization in-store, unify transactions with a cloud-based POS, and empower associates with mobile inventory and shopper data. Built-in AI maximizes sales from check-in to checkout.

- **Elevating customer experience:** AI-powered recommendations (using Salesforce Einstein AI), tailored marketing (powered by Marketing Cloud), and intuitive storefronts (built with Commerce Cloud) create a smooth and engaging shopping journey across all touchpoints.

- **Providing flexible fulfillment options:** smart order management (using Salesforce OMS) enables real-time inventory tracking, multiple delivery choices like in-store pickup (BOPIS) and curbside pickup, and optimized logistics for faster, more convenient service.

- **Leveraging AI-driven customer service:** Salesforce Service Cloud unifies customer service across various channels, supported by AI chatbots and a self-service knowledge base. Service Cloud Voice offers AI-powered call routing and real-time transcription, integrating with telephone systems.

Capgemini and Salesforce help consumer good companies and retailers develop a comprehensive omnichannel strategy that aligns with their business goals and customer expectations. With our data-driven personalization experience, we leverage data analytics and AI to personalize the shopping journey, providing tailored product recommendations, targeted offers, and customized content. This way, **we map the entire customer journey across all touchpoints, identifying pain points and opportunities to create a seamless and personalized experience.**

Find out more about Salesforce Commerce Cloud

The partnerships & data monetization pillar is *crucial* for consumer goods companies and retailers to *drive growth*

Newly created profit centers enhance customer ecosystems. To stay competitive, these must generate high-margin revenue while strengthening overall business sustainability.

With rising operating costs and cautious consumer spending, **2/3 of retailers face increasing margin pressure** from energy, wholesale, and labor costs. Traditional retail models focused on product margins and inventory are evolving, opening new profit opportunities.[13]

The following three revenue streams offer both profitability and ecosystem growth:

(1) **Non-trade revenues** generated by products or services from partners which enhance the customer experience alongside the core business (e.g., closing of a pet health insurance in a pet food store).

(2) **Retail media networks** create a new business platform by working more closely with brands (both suppliers and non-suppliers) to deliver an enriched customer experience through more tailored customer communication and engagement leading to a sales uplift, resulting in a win-win-win situation for advertisers, retailers and customers.

(3) **Monetizing customer data** and insights enables consumer goods companies and retailers to leverage their first-party data for the benefit of their customers (e.g., by receiving more personalized offers, as well as partners).

What's in it for your customers?

A successful customer ecosystem partnering and monetization strategy prioritizes enhancing the customer experience, driving long-term growth by offering value beyond simple profit generation. Expanding into non-trade products and services, like healthcare consultations, travel advice, or entertainment options, broadens customer choice and accessibility. Retail media networks enable highly personalized communication, shaping customer engagement across their online and offline lives. 80% of customers are more likely to make a purchase when brands offer personalized experiences.[14] By strategically sharing first-party data from

13 FRP Advisory Trading Limited (2023). Retail – fine margins: Analysing the challenges and opportunities that will shape the sector.
14 Epsilon (2018). The Power of Me: The Impact of Personalization on Marketing Performance.

Figure 4: Unlocking new revenue streams is possible in many domains, strengthening the customer ecosystem while boosting profitability

What's in it for your business?

internal platforms and loyalty programs, consumer goods companies and retailer and their partners can deliver tailored products and services, enriching customer experiences and strengthening relationships. A study by Salesforce found that 73% of customers expect companies to understand their needs and expectations and 88% of customers say the experience a company provides is as important as its product or services.[15]

"For most major European retailers, brick-and-mortar stores remain a key pillar of their business. As a result, many revenue opportunities in retail media lie specifically in the in-store space. From our conversations with clients, we know this will be a strong focus for this and next year."

MARKUS PFRÜNDER, Retail Media and Data Expert for Consumer Goods and Retail Industry, Capgemini Invent

Businesses can diversify revenue streams beyond traditional retail, enhancing financial stability. Amazon, for example, started as an online bookstore and expanded into cloud computing (AWS), streaming services (Prime Video), advertising, and a vast marketplace for third-party sellers. Amazon's cloud computing division generates tens of billions of dollars in revenue annually, significantly diversifying Amazon's income beyond retail.[16] Subscription-based businesses often have higher customer lifetime value (CLV) due to predictable revenue and sustained customer relationships[17] (e.g., HelloFresh). Many retail technology companies are seeing significant growth in their B2B segments, providing software and services to other businesses in the retail ecosystem[18] (while serving B2C customers with e-commerce tools, Shopify also provides a robust B2B platform for enterprise-level businesses). **Retail media strengthens supplier collaborations, providing high-margin opportunities.** Efficiently scaling media networks and leveraging first-party customer data for strategic insights sales can unlock major profit potential. Margins on retail media can range from 70% to 90%[19], significantly higher than traditional retail margins. Suppliers often see a substantial increase in sales lift from retail media campaigns, with some reporting double or triple-digit growth. Moreover, **retailers with well-developed first-party data strategies see significantly higher conversion rates and ROI from their retail media networks.**

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15 Salesforce. (2023). State of the Connected Customer.

16 Amazon.com, Inc. (n.d.). Overview.

17 Paddle (n.d.). Subscription Revenue Model: A Guide to Building Recurring Revenue.

18 Gartner (2024). Magic Quadrant™ for Digital Commerce.

19 Capgemini (2024). Retail Media Network Strategies.

DOUGLAS, Europe's leading beauty retailer, leveraged its extensive first-party data to establish a strong retail media ecosystem, addressing industry pressures for revenue diversification and enhanced customer experiencesDOUGLAS used Salesforce Media Cloud, Sales Cloud, Experience Cloud, and Tableau for automated campaign management, client relations, analytics, and reporting. A self-service platform allows brands to manage campaigns independently, speeding up time-to-market and increasing transparency. Results: over 60% five-year annual growth rate of the division, with retail media being key to the company's strategy. Future plans include AI-driven optimization, solidifying DOUGLAS position as digital media leader in beauty retail.
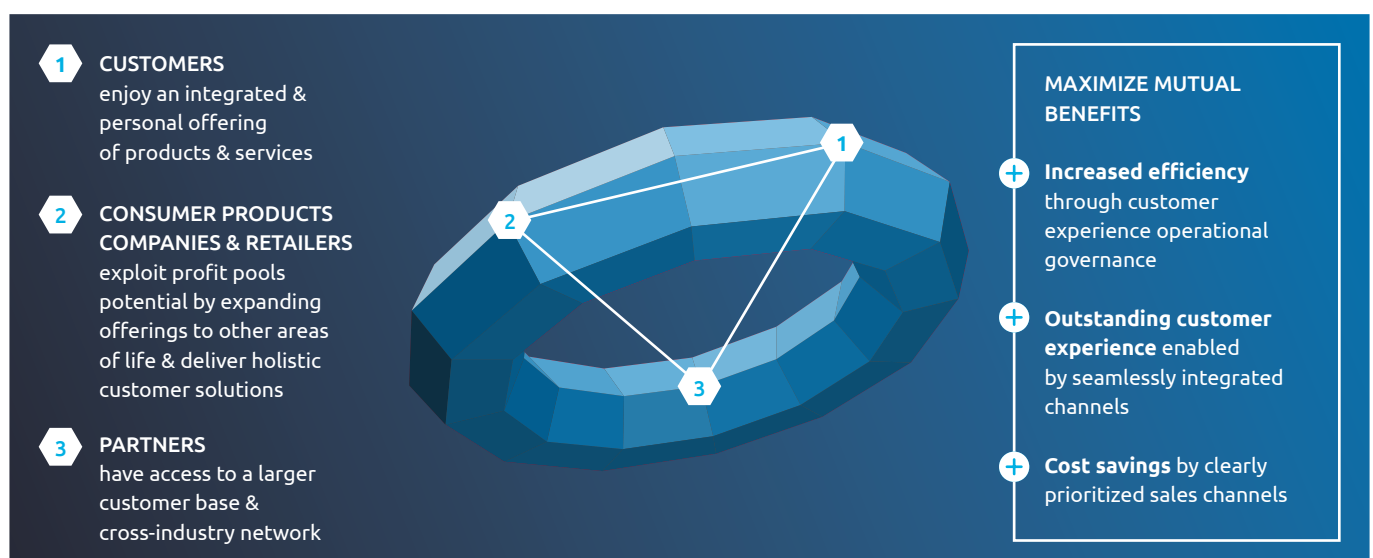
How we make it work

Capgemini and Salesforce help consumer goods companies and retailers to **unlock new revenue and optimize strategies with AI and automation.**

Key aspects of our collaboration:

- **Data-driven growth:** AI-powered insights from tools like Einstein Prediction Builder and Einstein Data Discovery optimize sales, personalize customer interactions, and enhance decision-making for long-term growth. These tools predict customer behavior, enabling proactive engagement and personalized recommendations that drive customer retention and satisfaction.

- **Revenue expansion:** Salesforce Media Cloud offers sponsored products and retail media networks, enabling retailers to collaborate with partners and deliver targeted advertising. This creates new revenue opportunities by monetizing customer interactions and enhancing the shopping experience with relevant promotions.

- **Partner ecosystems:** Salesforce Platform and AppExchange enable seamless partner management and contract lifecycle automation, fostering collaboration and extending capabilities.

- **Targeted promotions & personalization:** Salesforce Marketing Cloud empowers retailers to deliver targeted promotions and personalized offers, maximizing upselling and cross-selling opportunities based on customer data and preferences. This ensures that marketing efforts are highly effective and resonate with individual customers.

- **Sales & service:** Sales Cloud provides robust tools for managing high-value sales. Service Cloud ensures personalized and efficient customer service across all touchpoints.

While Salesforce provides powerful tools for driving successful partnerships and monetizing (customer) data, Capgemini brings essential expertise and capabilities to maximize the value of these tools and drive successful outcomes for consumer goods companies and retailers. Together, **we prioritize understanding customer needs and preferences, ensuring that partnering and monetization strategies are aligned with our customer expectations and deliver value.** We help consumer good companies and retailers develop a comprehensive strategy aligned with their overall business goals and develop a clear roadmap for implementation, outlining key milestones, resource allocation, and success metrics.

Figure 5: Winning parties of a seamless shopping journey

1 CUSTOMERS
enjoy an integrated & personal offering of products & services

2 CONSUMER PRODUCTS COMPANIES & RETAILERS
exploit profit pools potential by expanding offerings to other areas of life & deliver holistic customer solutions

3 PARTNERS
have access to a larger customer base & cross-industry network

MAXIMIZE MUTUAL BENEFITS

+ **Increased efficiency** through customer experience operational governance

+ **Outstanding customer experience** enabled by seamlessly integrated channels

+ **Cost savings** by clearly prioritized sales channels

Artificial intelligence (AI) *enhances* customer interactions and *unlocks* new revenue streams by *expanding* a company's ecosystem

AI enables systems to perceive, reason, and adapt using data for decision-making and automation. Gen AI enhances this by creating new content and solutions, driving innovation, personalization, and strategic growth.

To maximize AI's impact, **businesses must assess their ecosystem's maturity, leveraging AI for transformation, insights, cost efficiency, but also customer experience and convenience.** An outstanding example is shown by Amazon's Gen AI features, specifically review summaries and Amazon Rufus, designed to significantly impact the customer experience in online shopping. Both review summaries and Amazon Rufus have the potential to significantly enhance the customer experience by increasing efficiency, improving customers' decision-making, personalizing the experience, and enhancing convenience.

> "Agentforce will deliver proactive, personal recommendations, enhancing customer experience and driving organizational efficiency."
>
> **PASQUALE ZECCA,** Regional Vice President, AI and Agentforce Sales, Salesforce

The next phase, **Agentic AI**, introduces autonomous systems that manage supply chains, optimize inventory, and deliver hyper-personalized experiences with minimal human oversight. Solutions like **Salesforce's Agentforce empower companies with AI agents for continuous support.** This evolution from foundational AI to Gen AI and then to Agentic AI marks a transformative shift in consumer goods and retail, driving enhanced intelligence, operational efficiency, and significant competitive advantage.

75% of consumers are open to purchase suggestions made by Gen AI.[20]

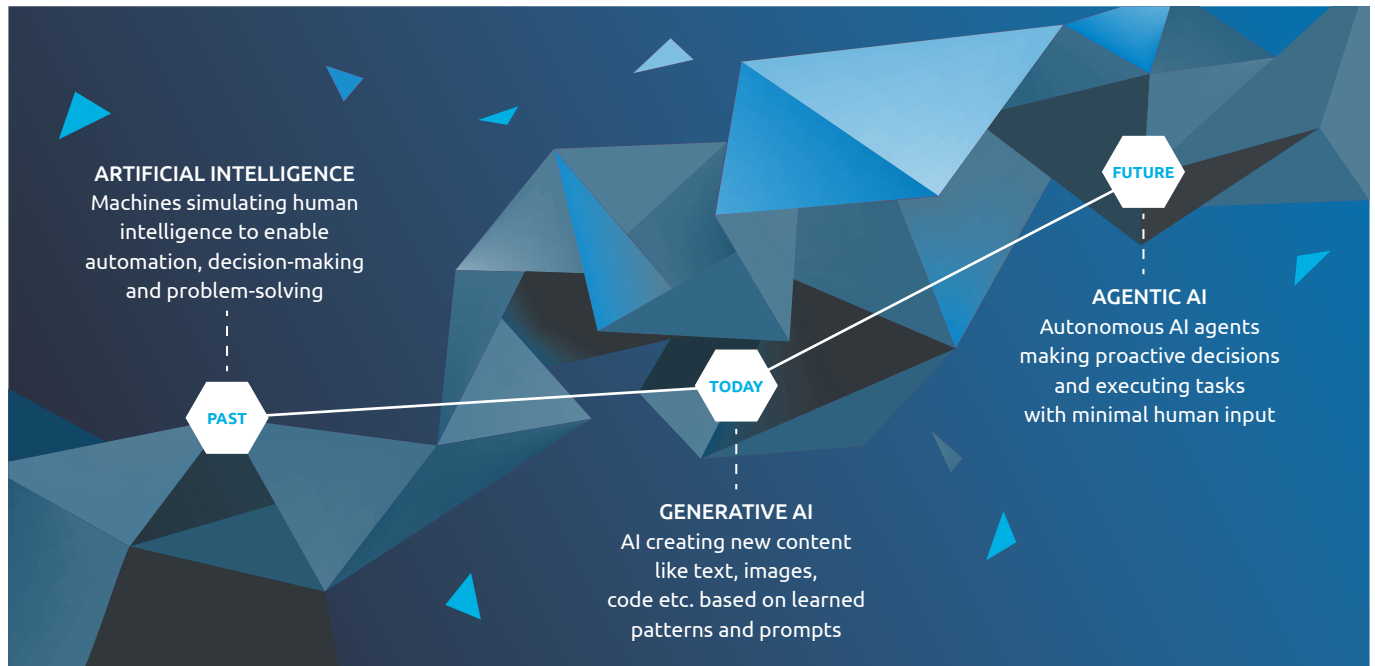## What's in it for your customers?

AI transforms shopping by saving time, personalizing recommendations, and streamlining interactions. By analyzing large datasets, it enables highly targeted marketing, promotions, and product suggestions. Capgemini Research Institute shows 57% of customers seek personalized content, while 75% are open to AI-driven product suggestions[20]. AI-powered chatbots and virtual assistants enhance support, reducing wait times by up to 80%[21], with 36% of consumers preferring automated interactions. **Salesforce's Agentforce** further **elevates service capabilities** by providing proactive and autonomous support solutions. **Given that 65% of consumers now expect quick AI responses, the strategic integration of AI capabilities**, potentially through platforms like Salesforce, significantly **enhances the overall customer experience, boosting convenience, satisfaction levels, and long-term engagement.**[20]

20 Capgemini Research Institute (2025). What matters to today's consumer 2025.
21 Klarna (2024). Klarna AI assistant handles two-thirds of customer service chats in its first month.

Figure 6: Agentforce, as most advanced AI, can enable excellence in all elements of customer ecosystems

ARTIFICIAL INTELLIGENCE
Machines simulating human intelligence to enable automation, decision-making and problem-solving

PAST

TODAY

GENERATIVE AI
AI creating new content like text, images, code etc. based on learned patterns and prompts

FUTURE

AGENTIC AI
Autonomous AI agents making proactive decisions and executing tasks with minimal human input

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"AI has moved from science fiction to business-critical reality, and 2025 is the year agents take centerstage. These systems are already delivering value across industries, reshaping customer interactions and operational efficiency. The question isn't 'if,' but 'how fast.'"

ANDREAS DONATH, Agentic AI Expert, Capgemini Invent

What's in it for your business?

AI transforms businesses by boosting marketing efficiency and reducing costs. Gen AI can automate campaigns and personalize interactions, which lowers expenses while increasing conversion rates and CLV, improving ROI and brand loyalty. In customer service, AI reduces operational costs, allowing human agents to handle complex issues more effectively. **Agentic AI further revolutionizes operational efficiency** by optimizing workflows and enabling real-time decision-making capabilities, resulting in potential savings of up to 41% in working time.[22]

Agentforce significantly **enhances these advanced capabilities** by providing sophisticated analytics and predictive insights, seamlessly integrating with existing CRM systems to refine marketing strategies based on real-time data

CASE STUDY

Facing challenges with managing increasing passenger volume and delivering personalized support, **HEATHROW AIRPORT** needed a digital connection strategy to enhance customer experiences Using Salesforce's multi-cloud solution and . consolidating applications into the Data Cloud Platform, Heathrow now offers tailored messaging and anticipates passenger needs throughout their journey. The implementation of this new digital strategy has yielded significant results, demonstrating a clear impact on Heathrow's digital sales, which saw a 30% increase through personalization. Email open rates also increased to 50% due to tailored messaging. Furthermore, connections to over 30 data sources now enable Heathrow to anticipate passenger needs more effectively. These results highlight the transformative potential of Salesforce and Agentforce in enhancing customer engagement and driving strategic monetization.

and improve the overall management and utilization of critical customer data. **The strategic adoption of both Generative and Agentic AI technologies drives unparalleled efficiency gains, significantly enhances customer experiences across all touchpoints, and ultimately secures sustainable growth and a strong competitive advantage in today's dynamic market.**

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22 Salesforce (2024). Trends in AI for CRM.

How we make it work

Capgemini and Salesforce are revolutionizing customer ecosystems for consumer goods companies and retailers by harnessing the power of Gen AI. **Our collaboration focuses on delivering personalized experiences, enhancing engagement, and optimizing operations, ensuring our clients stay ahead of the competition.**

Key aspects of our collaboration:

- **Gen AI-driven strategies:** we guide brands in developing and implementing ethical and responsible Gen AI strategies that align with their business goals. This includes leveraging tools like Agentforce, a digital labor platform with pre-built skills for retailers, assisting with order management, guided shopping, appointment scheduling, and loyalty programs.

- **Hyper-personalization:** Agentforce empowers hyper-personalized customer experiences with dedicated AI agents for marketing, service, and sales. Marketing agents can leverage AI to create targeted email templates, provide online consultations, and boost campaign effectiveness.

- **Revolutionized after-sales service:** Agentforce transforms after-sales service with 24/7 available AI agents. These agents craft personalized responses using CRM data, schedule customer appointments, and provide knowledge-grounded replies, significantly improving customer satisfaction and loyalty.

- **Increased efficiency and productivity:** by automating tasks and optimizing operations, we free up valuable resources for higher-value activities. Agentforce's next-generation (2dx) embeds proactive AI agents into workflows, monitoring real-time data and triggering actions like automated follow-ups and dynamic pricing adjustments.

- **Seamless integration of Gen AI:** we ensure smooth integration of Gen AI tools like Agentforce and Einstein Knowledge Creation with existing systems and processes.

While Salesforce offers a powerful suite of Gen AI tools, Capgemini brings essential expertise and capabilities to maximize their effectiveness and ensure successful implementation within a retailer's customer ecosystem. In essence, Capgemini acts as a strategic partner, guiding consumer good companies and retailers through the entire Gen AI journey, from strategy development and implementation to optimization and ongoing support in change management. This ensures that Salesforce Gen AI tools are leveraged effectively to create intelligent, engaging, and personalized customer experiences that drive loyalty, revenue growth, and a competitive advantage.

As a half-marathon finisher and now a committed member of Pace Lab's customer ecosystem, **Anya becomes a brand advocate, sharing her experiences on social media and recommending Pace Lab to her friends.** As Anya's fitness journey evolves, Pace Lab continues to adapt to her changing needs. Whether she's training for another marathon, exploring new sports, or simply focusing on maintaining a healthy lifestyle, the brand remains a constant source of support, guidance, and community. The brand anticipates her needs, offering relevant products, services, and experiences throughout her life stages.

Anya's relationship with Pace Lab has evolved beyond a transactional one. She's now a valued member of an ecosystem that supports her holistic well-being. Pace Lab has earned her loyalty by consistently providing personalized value, fostering a sense of community, and empowering her to achieve her fitness goals. **Anya is not just a customer; she's a partner in a long-term journey of growth and well-being, facilitated by the brand.**

Let's wrap this up

Become customer-obsessed by embracing the holistic view of your customer. Consumer goods businesses and retailers need to understand and address customers' holistic lives and aspirations beyond immediate transactional needs and product categories.

Customer ecosystems build the foundation for this new paradigm of customer engagement with three essential pillars and one enabler:

- **Elevate loyalty beyond transactions:** true customer loyalty is built through valuable experiences, exclusive access, community building, and recognizing engagement, not just points and discounts.

- **Create unified commerce:** unified commerce requires a seamless, streamlined, personalized shopping journey across all touchpoints, integrating online and offline experiences with flexible fulfillment options.

- **Partner and monetize beyond products:** beyond core products, businesses should explore new revenue streams (e.g., by partnering), curate valuable resources, facilitate customer connections, and offer personalized premium experiences to enhance engagement and drive monetization.

- **Leverage the power of Data and AI:** Data and AI empowers businesses to provide personalized guidance, enhance product discovery, create tailored experiences, and automate customer service, ultimately improving customer engagement.

The rise of customer ecosystems: customers have made their preferences clear – connected ecosystems are reshaping industries, drawing them away from isolated services.

"Consumers will reward the companies that are most relevant to them, which means the companies that understand them and their needs better than others. Hence, companies that turn data into real insights, owning the communications touchpoints, will thrive more than others."

ACHIM HIMMELREICH, Global Head Consumer Engagement (Consumer Products and Retail), Capgemini

Your customers are ready – are you?

Now is the time for consumer goods and retail leaders to seize the unprecedented opportunities to engage customers in deeper, more meaningful ways. **By combining business strategy with human-centered design and cutting-edge technology, brands can elevate customer experiences and foster lasting loyalty.** Personalization, driven by insights and innovation, is the key to standing out and shaping the future of retail.

Together, **Capgemini and Salesforce help businesses navigate this new landscape by combining business acumen with human-centered design and technological expertise.** We empower brands to become truly customer-obsessed, driving personalization and innovation to create exceptional customer experiences that foster loyalty and sustainable growth. We are proud to deliver exceptional experiences for our clients that win hearts and move markets. That's why we're thrilled to share that **Forrester has named Capgemini a 'Leader' in The Forrester Wave™: Customer Experience Strategy Consulting Services, Q4 2024.** As a leader, Capgemini, is recognized for its strategic, tech-backed customer experience approach, which is driven by sustainability and technology. This reinforces our

commitment to delivering reinvention strategies and purpose-led customer first experiences that help our clients thrive in the eco-digital era.

Together, **Capgemini and Salesforce offer a comprehensive solution for consumer goods companies and retailers looking to build customer-centric ecosystems**. Capgemini's strategic consulting, industry expertise, and implementation capabilities, combined with Salesforce's powerful technology platform, enable brands to:

- gain a deeper understanding of their customers
- create personalized and engaging experiences
- build strong customer relationships
- drive loyalty and advocacy
- unlock new revenue streams
- optimize operations and drive efficiency
- stay ahead of the curve with the latest technologies

This partnership empowers consumer goods companies and retailers to **thrive in the age of the connected customer and achieve sustainable growth.**

The question is no longer whether to become customer-obsessed, but how quickly you can make the shift. **The future belongs to brands that prioritize their customers and build genuine, long-lasting relationships.**

Credits

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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, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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About Salesforce

Salesforce is the #1 AI CRM, where humans with agents drive customer success together. Through Agentforce, the digital labor platform, Salesforce brings autonomous agents, unified data from any source, accessible analytics, and best-in-class Customer 360 apps together on one deeply unified platform to help companies connect with customers in a whole new way.

Salesforce is proud to be the market leader, but we're even more proud to lead in philanthropy, innovation and culture. Guided by core values of trust, customer success, innovation, equality, and sustainability, Salesforce is more than a business – we're a platform for change.

Learn more at www.salesforce.com.