CAPGEMINI HELPS A GLOBAL FINANCIAL SERVICES COMPANY DELIVER IMPROVED, INTUITIVE DIGITAL CUSTOMER SERVICE

With Capgemini's ADMnext, the company cashes in on a managed services engagement model, agile transformation, and application modernization

A need for comprehensive digital customer experience improvement at a lower cost

The mission of this US-based financial services provider is to continuously remain on the cutting edge of digital banking services in order to enable customers to achieve their individual financial goals. In pursuit of this mission, the organization's primary objectives were to bring customers smoother digital transactions and improved overall service by cutting down resolution times for first and second level support and incident management – all while reducing costs. In addition to this, improvements in change management, DR testing, and business research requests were also sought.

To accomplish these goals, the organization was seeking a partner who could consolidate support functions and help it transform into a world-class service organization through a fully managed services engagement model. In addition, the business wanted to introduce agile transformation and modernize its application stack and technology with a particular focus on the company's enterprise-wide applications.

Client: A US-based financial services company

Sector: Banking & Capital Markets

Client Challenges:

The company was looking to offer its customers smoother online transactions and improved overall service – on every device – all at a reduced cost to the business

Solution:

Capgemini supported the business with a fully managed services engagement model, the adoption of Agile transformation, and the modernization of its application stack

Benefits:

- ~35% cost savings
- 46% reduction in resolution time for first and second support levels
- Ensured business continuity with 24/7 coverage between US and India
- 99.98% SLA adherence

Big payoffs with ADMnext: Drastically improved support with reduced incidents and costs

Capgemini's continuous improvement framework and governance strategy was put in place to bring in automation solutions, incident reductions, and operational efficiencies. This was done not only to reduce incident resolution time but also proactively detect problems through smart machine learning algorithms and analytics. Capgemini also defined service levels and penalties for all types of incidents. By leveraging best-in-class managed services solution delivery capabilities and experience, Capgemini implemented standardized service levels, processes, and best practices across enterprise applications, while adhering to the ITIL framework. As a whole, Capgemini's transformation plan delivered an interactive, smooth transition and management of the entire process in three stages.

Stage 1 – Transition (0-3 months)

The transition stage began with the confirmation of the scope of services and changeover from the two other vendors involved in delivering services. This was followed by the establishment of an operational committee to oversee the transition, and the definition of SOPs, SLA, KPIs, and reporting requirements.

Stage 2 – Baseline (3-6 months)

The baseline stage entailed the establishment of a POC for all support-related queries and the tracking and measurement of service through the ServiceNow ITSM Tool. It also included constant monitoring of SLAs to ensure service availability, along with revisiting the service volumes and updating them as per actuals.

Stage 3 – Full managed services (+6 months)

The final full managed services stage involved the end-to-end ownership of the scope of services in line with agreed upon SLAs and monthly and quarterly business reviews with leadership. It also included coordination with development teams to drive optimization and process efficiencies, and quarterly mandatory certification for all support staff leveraging iCompass.

Overall, the following business benefits were realized during the course of the engagement:

- ~35% cost savings and a 46% resolution time reduction for first and second support levels
- Increased transparency, control, and trust with Capgemini's managed services model
- Reduced people dependency through Capgemini's Knowledge Management Framework
- Transformed from a siloed way of operation to Central Support Services
- Proactive problem detection through Machine Learning algorithms and analytics
- Supported monitoring activities with AI Enablement
- Ensured business continuity with 24/7 coverage between the US and India
- Enhanced team effectiveness and reduced dependency with cross-training sessions
- 99.98% SLA adherence
- Automation, incident reduction, and operational efficiencies with robust governance and upfront CSIP.

Future ROI with ADMnext

Following the implementation of this three-stage transition and all the benefits it delivered, the organization and Capgemini are now turning their attention towards the digitization and stabilization of the company's transaction processing application portfolio. Additionally, Capgemini is working to increase the potential of automation within the organization's offerings in order to continue to bring customers smoother digital financial transactions and improved overall service.

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 300,000 team members in nearly 50 countries. With its strong 50-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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