AI Agents *to Improve* Business KPIs

Gen AI Strategic Intelligence System by Capgemini

Capgemini

Unlocking generative AI's potential: *Transformative impact at speed and scale*

Take a new approach: Rather than focus on data challenges, look to the business impact and KPIs!

Imagine having a dedicated advisor across business function that monitors your KPIs 24/7 giving you root cause analysis of changes and provides recommendations on how to improve them?

This is now possible with Gen AI

Capgemini recommends executives identify key performance indicators that apply to these advantages, then consider the following questions:

What would be the financial impact of improving a core KPI by a small amount?

What if that boost could be achieved within the next four to six months?

How could the company leverage that improvement to re-invest in generative AI?

Accelerating revenue growth with *a KPI-driven approach is the key*

Customer acquisition cost (CAC): Analyze customer information and marketing campaign performance to identify trends, patterns, and key factors that influence acquisition costs.

KPI improvement: Identify opportunities to optimize marketing spend with marketing mix optimization and improve sales efficiency with lead scoring.

Conversion rate: Analyze website and app behavior to identify friction points in the customer journey. This helps optimize the user experience and guide customers towards desired actions.

KPI improvement: By streamlining the customer journey and providing timely assistance, businesses can increase conversion rates and reduce cart abandonment.

Churn rate: Proactively identifying at-risk customers and offering personalized solutions to address their concerns helps improve customer satisfaction and reduce churn.

KPI improvement: Achieved through timely prediction of churn and guided retention measures through market-basket analysis at personalized level.

Customer lifetime value (CLTV): Provide personalized product recommendations and offers, increasing customer engagement and satisfaction. This fosters loyalty and encourages repeat purchases.

KPI improvement: By delivering tailored experiences, businesses can increase customer retention, upsell and cross-sell opportunities, and overall CLTV.

Average order value (AOV): Suggest tailor-made product recommendations and additional products or services based on customer preferences and purchase history. This encourages upselling and cross-selling opportunities.

KPI improvement: By offering relevant product recommendations, businesses can increase the average order value and drive revenue growth.

Net revenue retention rate (NRRR): Analyze customer usage data to identify opportunities for product upgrades or add-on services. This helps maximize revenue from existing customers.

KPI improvement: By offering tailored product recommendations and pricing strategies, businesses can increase revenue from existing customers and improve NRRR.

What componentry is needed for *an actionable system?*

Move from dashboards to decisions

Hyper-personalized comments and data stories will reduce time to action

Talk to your data with generative AI

Each dashboard comes with your own personal assistant to drive efficiencies in time and resourcing

Fundamentally change the DNA of KPI dashboards

Move from performance tracking to action recommendations

Prescriptive analytics empower decision makers

Unleash Gen AI analytical capabilities to simulate business conditions and make predictions/actions

Domain-specific recommendations

Connect data across ecosystems in Finance, RGM, Supply Chain and IT Ops/SDLC specific to get a full picture within domains

Fast-tracking value: *The power of data snapshots*

The traditional approach of data landscapes

Business as usual

Companies faced with a wish to transform their analytics operations often need to heavily consider their data landscape. In the business as usual scenario, a CXO looks at a KPI in a dashboard and then manually tries to find information and data to understand the root cause and develop a decision.

A new data snapshot approach

A new way forward

Data snapshots can be taken as needed to present an accurate picture of the relevant information in near real time. These snapshots leave the data where it is, while still including it in analytical models to achieve better insight and next-best action recommendations. Generative AI can then use this holistic view to predict and propose next-best actions in response to executive queries. In the new way, a CXO is notified by the Gen AI system about the change, provides a description of the root cause and an actionable recommendation.

Drive intelligent business decisions with *Gen AI Strategic Intelligence System* by Capgemini

Capgemini's new Gen AI Strategic Intelligence System is an agentic AI advisor that monitors an enterprise's business KPIs, performs root-cause analysis of changes, and provides actionable recommendations on how to improve them. This in turn elevates business outcomes and unlocks value, enabling companies to make intelligent and data-driven decisions. The versatile solution is industry agnostic and integrates across various domains such as finance, revenue growth management, supply chain, SDLC, and IT ops.

By leveraging advanced analytics and insights, it empowers businesses to optimize performance, enhance efficiency, and drive growth.

Drive outcomes
Actionable insights focused on advanced analytics and an end-to-end customizable solution that creates tangible value

Ease of adoption
Pre-configured offerings on a single platform that is agnostic to technology and agile

Intelligent business decisions

Gen AI-enabled predictive intelligence
Apply the power of advanced analytics powered by generative AI to drive adoption with simulations and recommendations

Holistic view of the enterpri
Business performance, process KPIs, system data, predictions, and generative **all in one place**
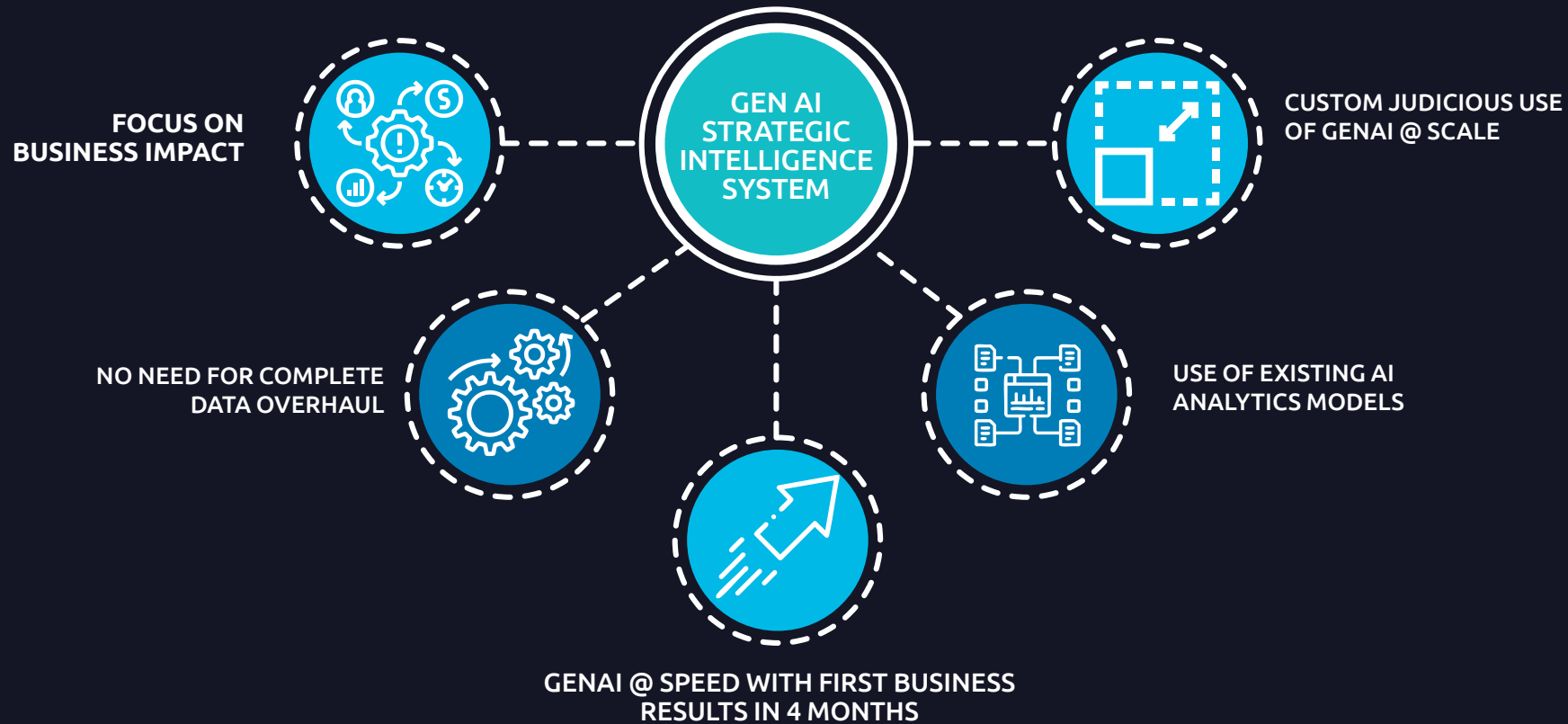
Democratize the data
Use data to drive transformation opportunities with data marketplaces and connected enterprise data ecosystems, powering everyone and everywhere

New experiences
Embed insights deep into the organizational culture with personalized experiences and generative input

FOCUS ON BUSINESS IMPACT

GEN AI STRATEGIC INTELLIGENCE SYSTEM

CUSTOM JUDICIOUS USE OF GENAI @ SCALE

NO NEED FOR COMPLETE DATA OVERHAUL

USE OF EXISTING AI ANALYTICS MODELS

GENAI @ SPEED WITH FIRST BUSINESS RESULTS IN 4 MONTHS

This solution requires little if any data overhaul, as it leverages the reverse prism capabilities of a data fabric layer to access the organization's information with no need to migrate it into a unified platform.

Capgemini then draws upon a library of pre-built AI analytics models and generative AI at scale to provide executives with insights into their

data, all via a natural-language conversational AI interface. Combined with detailed insights on core business processes and KPIs, this can immediately be brought into production and start generating an impact.

The solution also addresses data governance, data security, and data quality, enabling rapid deployment and providing the first business

results within four to six months. Furthermore, Capgemini has partnered with a number of technology providers to build this solution, ensuring the solution works with a broad range of data catalog platforms and virtualization systems, whether on-premises or cloud-based.

An agentic architecture
for the future

Capgemini's solution also employs an **agentic architecture**, which refers to a framework for creating autonomous AI systems that interact with the world, make decisions, and take actions. These various systems, or agents, are proactive and goal-oriented. Rather than simply responding to prompts, they take action to achieve business goals.

Benefits of agentic architecture:

Enhanced autonomy: Agentic AI systems can operate independently, reducing the need for human intervention.

Improved efficiency: Agents can automate tasks and optimize workflows, leading to increased efficiency and productivity.

Greater adaptability: Agentic AI systems can learn and adapt to changing conditions, making them more resilient and flexible.

Win now – scale later

Gen AI Strategic Intelligence System addresses the following business goals.

Increase sales: Formulate a more efficient, streamlined, and impactful sales strategy, enhancing sales growth.

Reduce churn: By identifying at-risk customers and addressing their needs proactively, Gen AI Strategic Intelligence System can help retain more customers, leading to a more stable revenue stream.

Boost retention: Enhanced customer engagement and personalized experiences can increase customer loyalty and lifetime value.

Improve market campaign attribution: Better tracking and analysis of marketing efforts can lead to more effective campaigns and optimized marketing spend.

Discover new micro-segments: Identifying niche customer segments allows for more targeted marketing and product offerings, potentially opening new revenue streams.

Lower client acquisition costs: More efficient marketing and sales strategies can reduce the cost of acquiring new customers, improving overall profitability.

One use case that's continually come up with clients is within finance departments. Capgemini has had experience **fundamentally changing the DNA of performance reporting in finance:**

a. Independent performance tracking and next-best actions deliver improvements via NLP-based querying by CFOs, FCs, and CROs

b. Finance persona-based dynamic KPI reporting via pre-existing models, using Gen AI and conventional AI analytics

c. "No data overhaul" approach based on a unified view of ERP data, and non-ERP data sources in a data fabric

d. Finance knowledge-based delivery through six key AI services: Revenue Assurance AI, Fin Performance AI, Fin Close AI, Cost Reduction AI, Working Capital AI, and Risk & Compliance AI

Achieve personalization at scale to enhance finance KPIs:

Reduce budget vs. actual variance by

10–15%

Shorten the record-to-report cycle time by

10–20%

Increase operating cash flow by

10–15%

Improve working capital turnover by

5–10%

Decrease material cost as a percentage of revenue by

2–4%

Reduce operational cost as a percentage of revenue by

1–2%

Reduce inventory holding costs by

5–10%

Increase assetturnover by

5–10%

Improve overall operational efficiency by

5–10%

Reduce manual effort in financial processes by

20–30%

** These results are based on industry benchmarks and observed outcomes from similar initiatives. Actual improvements may vary.

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Generative AI is no longer a distant innovation but a present-day imperative for enterprises aiming to thrive in a competitive landscape. By focusing on business impact rather than data re-engineering, leveraging pre-configured solutions like Capgemini's Gen AI Strategic Intelligence System, and adopting a KPI-driven approach, organizations can unlock measurable value within months. Whether enhancing finance operations, driving customer-centric growth, or enabling smarter decision-making, generative AI has the power to deliver transformative results at speed and scale. Now is the time to embrace this technology strategically, turning data into actionable insights that drive sustained success and create a resilient foundation for future growth.

Take the first step toward transforming your enterprise with generative AI. Partner with Capgemini to implement tailored, scalable solutions that deliver measurable impact in as few as four months.

Contact us today to accelerate your journey toward intelligent, data-driven decision-making and redefine your competitive edge.

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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