

Connected Workplace

Workplaces are Changing

The digital era continues to generate new customer engagement opportunities over and above conventional marketing processes. This leaves the marketing teams struggling to achieve focus and scale. The need of the hour is:

- Collaborative digital workspaces
- Higher visibility into marketing workflows and operations
- Optimal resource efficiency in dynamic scenarios
- Focus on creative outcomes

Connected Workplace by Capgemini is helping financial services clients streamline their marketing processes and workflows. We are helping them organize and prioritize daily activities without losing focus on the organizational goals and budgets. Planning, Creatives, Approval and Execution teams can collaborate from anywhere in real time and deliver measurable results. With quality and governance pillars incorporated as key support pillars, it is the solution your marketing organizations needs today.

Business Impact



Higher Visibility

50%

less time spent in project meetings



Better Speed and Productivity

30%

more focus on creative marketing operations



Improved Quality and Compliance

5x

increase in adherence to corporate processes

What We Deliver

- Strategic view of marketing project execution for executive stakeholders
- Centralized alignment, organization and prioritization of marketing work packages
- Efficient Allocation of resources/budgets across marketing projects and portfolios
- Assignment of tasks, schedules for effective ownership
- Collaborative execution of work sequences and real-time identification/mitigation of bottlenecks
- Capture and compare KPIs and quantify marketing ROIs across projects
- In-built quality and governance levers

Learn how to transform your workplace with Capgemini. Email us at:

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