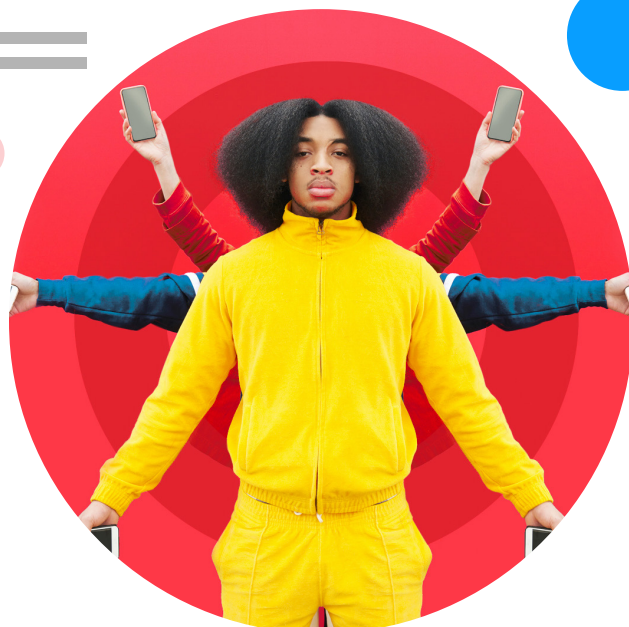


Customer Engagement



Offering summary

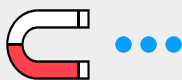
Transform your organization with Customer Engagement offerings that increase customer lifetime value, drive enterprise growth and enhance customer acquisition and retention—all while identifying new revenue sources and data monetization opportunities.

As part of our unique approach, Publicis Sapient helps you become a more customer-centric organization, leverage customer data and advanced analytics and design and build the right-sized technology solutions to drive value for your business and customers.

Solving digital transformation challenges

How to leverage data to attract new customers and deepen existing relationships.

As market trends continue to increase the struggle for brands to drive customer acquisition, deepen relationships and retain customers, the challenge of leveraging data to increase marketing ROI, inform broader strategic decisions and increase customer lifetime value expands.



Acquire & retain customers

Personalize experiences to build loyalty



Monetize data

Drive growth and new revenue streams



Unlock value

Design and build the right data and technology solutions

Empower your brand through Customer Engagement

Orchestrate all customer interactions from a single platform and gain a 360-customer view to help create stronger, deeper and more profound bonds with your customers and deliver more engaging customer journeys.

When you personally engage your customers through the right channels, with the right products, services and experiences—at the right time—you give customers more personal, convenient and meaningful moments with your brand. Anywhere, anytime. To make them feel understood. To save time and money. To even become a better version of themselves.

Questions to ask

Which customer segments do I engage? Which customer segments do I organize around; what value can be brought to customers and the enterprise, and how do I prioritize and sequence investment in customer experiences and back-stage enablers?

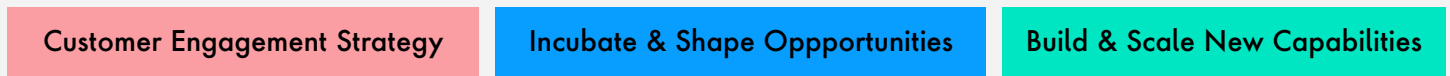
What do customers engage with? Define, design and deliver the channels, touchpoints, services, and content that will influence how people behave and drive loyalty as an outcome.

How do I build it? Deploy the right technologies and assets needed to deliver great things to market with velocity at scale.

How do we become it? Create the operating model and develop the appropriate culture to innovate faster than the marketplace.

Building new customer engagement capabilities

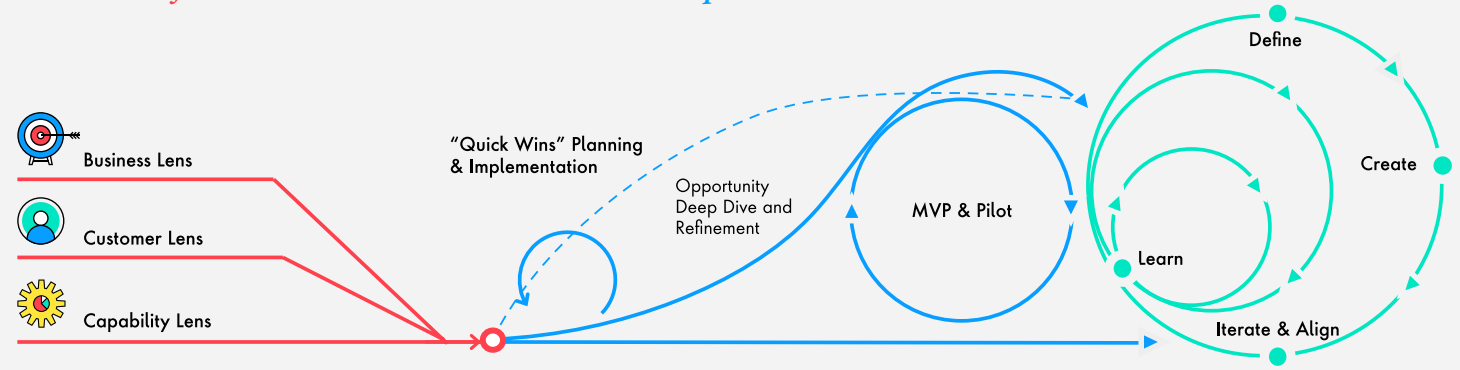
Three phases to tackle the customer engagement challenge, meet and exceed customer expectations and generate business value.



Foundation for Growth

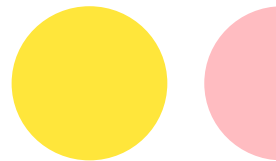
Incubate & Shape

Build & Scale



Customer Engagement offerings include:

- Customer Data Platform
- Data Monetization
- Digital Identity
- Personalization
- Customer Loyalty
- MarTech Transformation



How we've made an impact:

GLOBAL RETAILER

The imperative for change:

- A disjointed and outdated customer experience across offerings and channels.
- A complex siloed organization lacking coordination across simultaneous customer initiatives.
- Competitors disrupting the traditional convenience advantage.

The transformative solution:

- Conducted comprehensive situation assessment to generate design hypotheses and outline capabilities & gaps.
- Defined a 'North Star' platform business model that drove a redesign of their total customer experience.
- Developed the business case and a rollout plan for the program.
- Defined change management priorities to align the organization and deliver against the vision of the customer engagement platform (CEP) program.

The business impact:

- **\$5 billion-plus incremental revenue growth opportunity**
- **\$1 billion estimated EBIT growth**

(continued on next page)



QUICK-SERVICE RESTAURANT

The imperative for change:

- A risk of plateauing growth.
- A threat from delivery platforms.
- Gaps in foundational marketing & technological capabilities.
- Evolving marketplace creating the need for personalized experiences.

The transformative solution:

- Leveraged multi-lens approach across 3 phases of work to define strategy, test & learn and build & scale capabilities across the organization.
- Developed Platform Business Model recommendations case based on current state assessment, future state vision definition and prioritized roadmap & investment case.
- Migrating from the strategy phase to execution with test & learn pilots to drive personalization at scale while building marketing data & technology capabilities.



The business impact:

- **\$1 billion-plus incremental top-line growth opportunity**
- **\$200 million-plus EBIT growth**



GLOBAL PHARMACEUTICAL COMPANY

The imperative for change:

- Slow internal processes and systems limited personalization.
- Struggling market performance and new challenger brands.
- A lack of customer-centricity and siloed workstreams.

The transformative solution:

- We designed an integrated, data-driven marketing experience to boost customer engagement and conversion. This new experience enabled:
 - Personalized content
 - Faster content delivery
 - Omnichannel experiences
 - Automated content serving
 - Integrated internal processes



The business impact:

- **Projected revenue growth of roughly \$700 million over three years**

LET'S CONNECT



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WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.