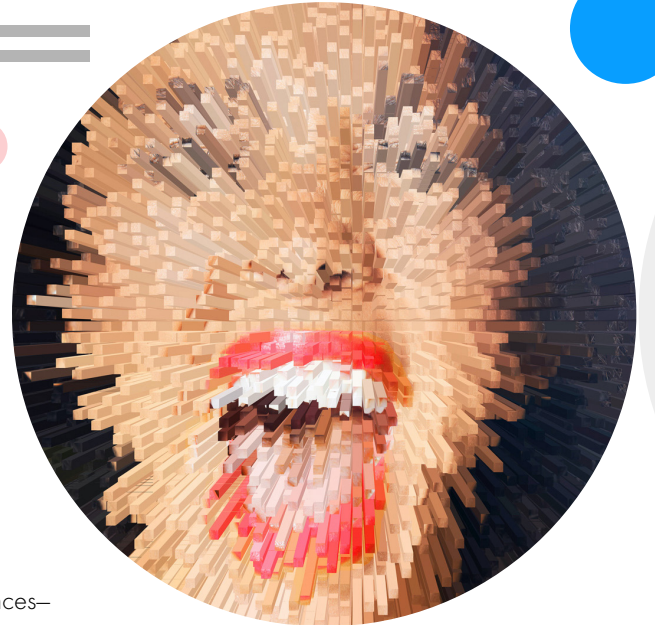


Experience Transformation



Offering summary

Exceptional experience drives business success

Revolutionize the way your organization delivers valuable customer experiences—and the way in which you create that value—by embracing digitally native capabilities, processes and technologies—all designed around every customer touchpoint. Utilize the highest design-thinking principles to create experiences that drive impactful business results and shift your organization from talking about being customer-centered to actively organizing around customer experience.

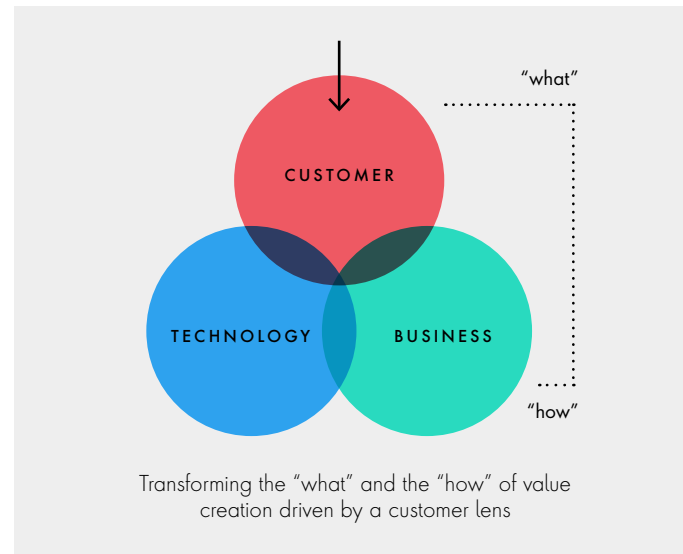
Solving digital transformation challenges

Transformation, done right, happens *with* and *for* people, not *to* them

Providing consistent and loyalty-building customer experiences is an elusive challenge. And while many companies believe they are doing an exceptional job of mastering it, their customers may be feeling otherwise. It is imperative to keep top of mind the fact that customer expectations change at the speed of light, and what may be considered first-in-class today will be out of date tomorrow.

Yet, in every challenge lies an opportunity:

- 1** Your organization may recognize experience is important but may be lacking clarity on where to start and how to execute
 - Bridge that gap by sharing our best-in-class experience transformation principles and practices
- 2** Using a “technology mindset,” simply installing technology does not solve the challenge of how to provide the optimal experience
 - Shape technology strategies that prioritize integration by initially focusing on the customer first, then progress to address technology considerations
- 3** Most organizations lack a 360-degree view of their customer
 - Gain a concrete perspective linking customer experience and business results and understand obstacles that result when technology is paramount



Benefits of Experience Transformation offerings:

- Top-line revenue growth
- Reduced customer service costs
- Increased business agility
- Greater velocity of solving customer problems and driving business outcomes
- Increased ROI on technology platforms

What sets Publicis Sapient apart?

For over 30 years, we've been helping clients leverage the power of experience through every evolution of digital and consumer transformation. What experience "first" can we create together next?



Our rich history and legacy of driving breakthroughs in experience and design thinking can help your organization realize value.



Winning at experience requires a combination of integration capabilities and speed. We set the standard from the earliest days in the industry and continue through today, tomorrow and beyond.

Set your experience strategy up for success with Publicis Sapient's full suite of Experience Transformation solutions:

- **Customer Journey Transformation:** Reinvent your customer journey and elevate the experience for customers, prospects, employees and partners
- **Product Design Services:** Design and deliver products that create the utmost value for your customers and deliver on brand promises
- **Salesforce Experience Design:** Connect the experiential and operational requirements essential to successfully implement your digital business transformation and maximize investment
- **Connected Retail Store Experience:** Drive real change in customer behavior by activating cohesive, frictionless customer experiences across your brand's digital and physical channels
- **Design Systems:** Construct a central source of truth for your brand's digital language to accelerate your product ecosystem

How we've made an impact:



ASSET MANAGEMENT FIRM

The imperative for change:

- Degraded platform delivered slow and poor site experience
- Inability to quickly develop new digital solutions to react to new business scenarios
- Volatile social and political times

The transformative solution:

- Enterprise-grade CMS Sitecore 9 with ownable and consistent experiences at all levels
- Flexible and modular solution that quickly and easily adapts to business scenarios
- Ability to meet current and future audience needs
- Integration with wider sales and marketing architecture

The business impact:

- **27 websites for 27 countries launched on time—in under one year**
- **Front-end design flexibility for each country to tailor their site to specific regulatory and business scenarios**
- **Future investment availability for new features and enhancements, rather than reducing technical debt**



MARRIOTT INTERNATIONAL

The imperative for change:

- Increasing percentage of travelers seeking short-term private space rentals over hotels
- Growing competition from online travel agencies and disruptors

The transformative solution:

- Online marketplace using machine learning to make personalized suggestions and loyalty offers
- Platform supports inventory management, reservation processing, payment card, points redemption, reporting and financial reconciliation

The business impact:

- **In just six months, turned minimum viable product (MVP) to a full-scale platform**
- **In the following year, rapidly added new features, integrated the platform with more than 20 partners and added thousands of listings**

By the numbers

- **100K+ properties curated across U.S., Europe and Asia**
- **100% increase in bookings year over year**
- **2 features released every week**



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The imperative for change:

- 100-year-old firm challenged to find voice in digital age
- Needed to tie premium product and timeless brand value with digital language
- Needed to create connected experiences with one clear voice

The transformative solution:

- Fresh, global digital flagship store
- Implemented digital purchasing strategy driven by storytelling, immersing customers in curated content with a human touch to foster new connection with the brand
- Integrated a micro-services-based framework, e-commerce solutions and a headless content management system (CMS)

The business impact:

- **Connected the dots between flagship stores and digital storefronts**
- **23% increase in conversions**
- **27% increase in revenue**

For more information, visit publicissapient.com/solutions/customer-experience-transformation.

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 www.publicissapient.com.