

# Experience Transformation

## Reimagining customer experiences in the era of digital transformation

Consumers demand seamless, personalized experiences at every touchpoint. Meeting those expectations is now considered a bare minimum in today's cutthroat marketplace. As digital transformation reshapes customer and employee journeys, delivering exceptional experiences has become crucial for businesses to foster loyalty, drive revenue growth, and maintain a competitive edge. At Publicis Sapient, we excel at helping companies reimagine their customer and employee experiences—going beyond the expected—to succeed in the ever-evolving future.

### What sets us apart

As a globally recognized leader in digital business transformation, we leverage over two decades of experience crafting tailored solutions across diverse industries and customer segments. Our unique approach combines human-centered design with deep Salesforce product knowledge, allowing us to go beyond mere technology implementation to truly transform customer and employee experiences.



### Offering summary

Our comprehensive Experience Transformation offering leverages data-driven journey design, omnichannel service capabilities, and conversational experiences. We enhance customer engagement on platforms like WhatsApp, balance AI and human involvement, and identify growth opportunities through a service design approach. By mapping customer and employee journeys, we uncover gaps and areas for improvement, enabling businesses to scale their experience initiatives effectively and establish a unified digital strategy that drives measurable impact.

## Meet your customers where they are with a unified digital strategy

We leverage data-driven decision-making and a comprehensive understanding of Salesforce's capabilities to craft transformative experiences that boost customer loyalty, drive differentiation, and accelerate growth. Our four approaches include:



**Experience Design:** Design personalized experiences in line with your organization's vision while maximizing revenue and cost-effectiveness. We cover both customer-facing touchpoints and internal processes, leveraging agile methods to deliver iterative improvements. Our expertise mitigates issues like long timelines and mismatches between user needs and solutions, ensuring alignment with Salesforce capabilities.



**Journey Orchestration:** Craft exceptional, seamless customer and employee experiences with data-driven journey design, identifying opportunities to adapt, exceed expectations, and boost satisfaction. Our approach focuses on delivering optimal customer journeys that close the gap between expectations and delivery.



**Omnichannel Engagement:** Deliver consistent, high-quality customer service across all touchpoints, including key platforms like WhatsApp, to boost brand loyalty. Our AI-driven service capabilities enable service agents to tackle critical issues while leveraging Data Cloud to enhance future engagements. By prioritizing use cases and optimizing operations, our solution cuts costs and enhances both customer and employee experiences through innovative design and Salesforce expertise.



**Conversational Experiences:** Leverage AI to personalize customer engagement on messaging apps like WhatsApp across industries. Our approach combines AI chatbots with CRM data to integrate Marketing, Commerce and Service clouds, ensuring a seamless experience. As the exclusive global partner for a use-case-driven WhatsApp accelerator, Publicis Sapient works with Salesforce and Meta to deliver swift value, enhance security, reduce fragmentation, and improve response times. *(Read more about Conversational Experiences on Pg. 2.)*



## Conversational Experiences: Publicis Sapient + Salesforce + Meta

Harness the power of native integration between WhatsApp Business Messenger and Salesforce Service, Marketing and Commerce clouds. This game-changing collaboration enables businesses to drive measurable value across critical customer touchpoints and unlock growth.

- **Increased First-Party Data Collection:** Gather customer insights and preferences through compliant, opt-in messaging conversations, bolstering personalization capabilities while respecting privacy regulations.
- **Improved Customer Acquisition:** Attract and nurture new customers by generating leads and guiding them through personalized purchase journeys without disruptions, fostering seamless experiences
- **Elevated Customer Retention:** Leverage the high engagement rates of messenger campaigns, which exceed traditional methods like email, to cultivate lasting relationships and drive improved loyalty
- **Streamlined Sales Processes:** Capitalize on the direct connection with consumers, creating more sales opportunities through conversational interactions that seamlessly propel customers along the purchase path while providing real-time support.
- **WhatsApp for Salesforce Accelerator:** To kickstart real-time conversations and data flow through a branded channel on WhatsApp, we will integrate first-party data from Salesforce by removing silos and feeding it to a Large Language Model (LLM) AI orchestrator. This will enable us to personalize and contextualize WhatsApp messages and trigger them directly to customers using pre-built use cases.



**100B+ daily messages & 2B+ users** make WhatsApp the most popular messaging app – [source](#)



**98% open rate** vs 20% for email and SMS – [source](#)



**69% of respondents** are more likely to buy from a brand if there's a WhatsApp option available – [source](#)



**66% of online adults** agree that messaging is their preferred way of communicating with a business – [source](#)

## How we unlock transformative business outcomes

At Publicis Sapient, we empower organizations to embrace transformation and reimagine how they interact with customers for long-lasting impact. From enhancing personalization and delivering consistent omnichannel service to fostering meaningful customer engagement and designing value-driven experiences, we provide end-to-end guidance to maximize your Salesforce investments. With our expertise, you can expect:

- **Enhanced Personalization and Adaptability:** Through our Customer/Employee Journey Experience Design solutions, you can achieve heightened personalization, increased adaptability to evolving behaviors, and seamless experiences across touchpoints.
- **Consistent, High-Quality Omnichannel Service:** Our Omnichannel Customer Service offering delivers consistent, high-quality service across channels, boosting brand reputation while enabling scalable, efficient operations and real-time analytics for continuous improvement.
- **Immediate, Meaningful Customer Engagement:** With Conversational Experiences, you can expect immediate, meaningful customer engagement, leading to increased loyalty, balanced AI and human resource utilization, secure interactions, reduced fragmentation, and faster response times.
- **Value-Driven, Strategic Experience Design:** Our Experience Design expertise ensures experiences are value-driven and aligned with your strategic vision, bridging gaps between user needs and delivered solutions. Through an experience-first approach combined with agile delivery practices, we maximize your return on Salesforce investments while accelerating time-to-value.

## How we've made an impact



### GLOBAL BEVERAGE COMPANY

#### The imperative for change:

A leading beverage company operating in the U.S. was challenged with a disparate and siloed customer experience across touchpoints, which caused them to miss valuable opportunities to engage and retain their most loyal customer base. By unifying the brand's multiple touchpoints, they were able to enhance the customer experience and engagement and build long-lasting "Fan" relationships.

#### Solution outcomes:

- Personalized messaging based on Fan preferences
- Rewards, prizes and sweepstakes
- Exclusive content, such as new flavor samples and innovation seeding
- Unique experiences, like Fan-to-Fan discussion boards, games/activities, streaming and more.



#### Technology:

- Experience Cloud



### LEADING GROCER

#### The imperative for change:

A leading global food chain wanted to revolutionize customer engagement by tapping into the power of WhatsApp and expanding their reach across new, exciting touchpoints.

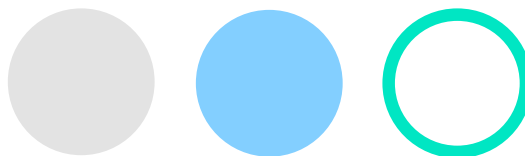
#### Solution outcomes (go-live in Summer 2024):

- Launch of Marketing Cloud WhatsApp - First Business Messaging
- Turbocharge customer engagement
- Boost omnichannel marketing presence



#### Technology:

- WhatsApp
- Marketing Cloud





## LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Salesforce can establish, augment and extend your digital transformation.



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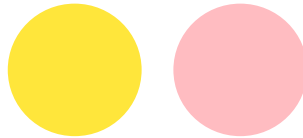


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For more information, please visit [publicissapient.com/partnerships/salesforce](https://publicissapient.com/partnerships/salesforce).



## ABOUT 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](https://publicissapient.com).