

Capgemini | Gold Winner

Deepening Engagement with Account-Based Marketing

Becoming a Trusted Digital Partner

Capgemini has a long history in Account Based Marketing. So, for our strategic global accounts we have an ABM program with dedicated ABM lead in place. This case describes one of those strategic accounts.

HOW DID IT START

The customer came to us through an acquisition that Capgemini made in 2015. The account was big, and the Client leadership was apprehensive about adapting to the Capgemini way of working and culture, which was unknown to them.

OUR CHALLENGE

The challenge for our account team was to position Capgemini as a company which understood the clients' various business lines and could also deliver innovative digital solutions that would add value to their business. In short, if we wanted to retain the Client, we had to reinforce our credibility and we had to do it fast.

We defined our challenges as follows:

1. We had to seamlessly integrate Capgemini and the acquired organization and to increase the customer's comfort levels with Capgemini's abilities and work culture
2. We had to win the trust of the newly acquired organization for Capgemini as a brand capable of delivering innovative solutions to transform the Digital landscape of the Client.

STRUCTURED APPROACH

At Capgemini, we have a structured approach to ABM. For the large and strategic accounts, we have a one-to-one ABM program in place. For these programs, **a dedicated ABM Lead** is assigned together with all the necessary support. The ABM Lead runs the overall program by leveraging the entire **marketing ecosystem** within the organization.

We also used this approach for this specific account:

1. We initiated a customer survey to understand the pulse of the Client
2. We Came up with key areas of focus based on the findings of the survey and in combination with the account strategy
3. We formulated the ABM strategy with key tactics to drive business results and framed KPIs to measure the impact of our program

4. Executed the ABM program
5. Assessed results against the set KPIs

OBJECTIVES

We focused on repositioning Capgemini with this key customer as the trusted Partner in their Digital transformation roadmap. With that in mind we embarked on the ABM journey with very clear objectives:

- **Earn the status of preferred digital partner**
Capgemini had to gain a foothold in the Client's strategic initiatives, drive important business goals, deliver measurable results and evolve to becoming a preferred digital partner for the client.
- **(re)Position Capgemini as an innovative self-starter**
Apart from showcasing and proving Capgemini's capabilities, we wanted them to see and believe that we not only understood their business and their challenges, but also had the capability to help transform them.

INNOVATION

Innovation is a key driver at Capgemini. We have harnessed innovation in our way of working and in our solutions. For this client we used an innovation-led approach to help the Client develop and deliver disruptive innovations, and to scale them faster. We incorporated new ideas to address the clients' pain areas and this has helped us to strengthen our relationship even further.

THE RESULTS

The results of this program speak for itself

- We retained the account and gained the status of a Digital Preferred Partner.
- We are involved with multiple of the Client's Digital Transformation efforts and we have demonstrated tangible business value.
- Supported deals and helped create larger funnel
- Established new contacts (increase by 30%) and our efforts have opened doors to various new opportunities