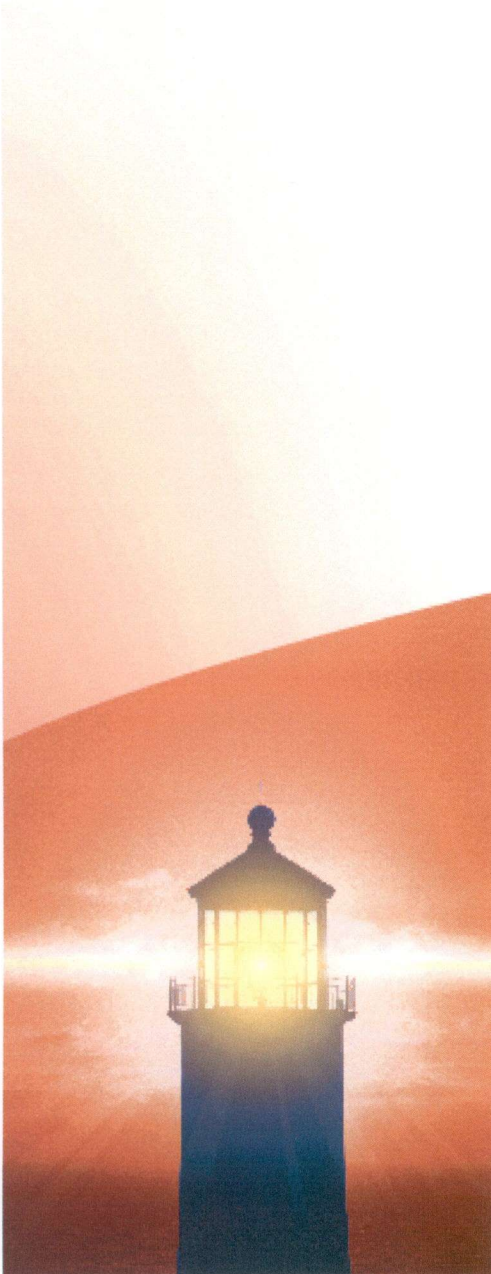


# 5 Fast Facts

## Business Process Outsourcing Customer Care & Intelligence

Read on to learn more about our enhanced offering

1. Capgemini's CC&I offering is part of its BPO solutions portfolio which spans services for Finance & Accounting (F&A), Procurement, Assurance Management (Sarbanes-Oxley compliance), and Knowledge Process Outsourcing. Within its CC&I offering, services include Contact Center Transformation, Operations Business Intelligence, Touchpoint and Self-service Optimization, Advanced Technology Development & Deployment and Insight Marketing.
2. Capgemini is rethinking customer care from the outside in. We see that the contact center industry has become introspective and lost sight of the two key stakeholders; the Customer and the Business. Unlike the high-volume, commodity customer care providers, Capgemini's outside in approach looks beyond contact center metrics to align operations with specific business objectives to deliver optimized customer care.
3. Capgemini differentiates itself from other BPO providers by applying analytics and business intelligence processes and methodologies to specialty, complex queues. Using this approach, combined with deep vertical market experience in the energy/utilities and telecommunications markets, Capgemini can provide clients with Business Insight. Consequently, contact center operations can shift from being reactive, focused on defect management, to being proactive, focused on value.
4. Capgemini also differentiates itself in the CC&I marketplace through its ability to manage a multisourcing/multi-vendor customer care strategy in a command and control environment. Capgemini can either take on the client's entire customer care operation or it can take the command and control approach where we roll out best practices and improvement across a network with multiple vendors.
5. Capgemini's Customer Care & Intelligence solution is a critical part of our strategy to bring new and enhanced BPO services to global markets. To ensure success, we have created a dedicated, experienced leadership and operational team and we are expanding our delivery network as more clients see the value in our new approach to CC&I.





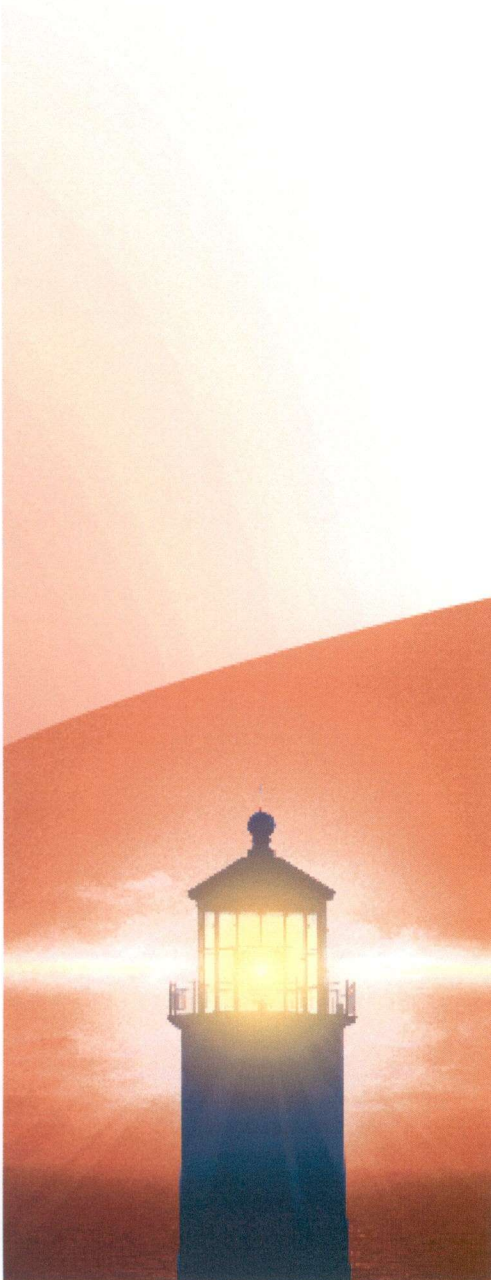
# 5 Fast Facts

## Business Process Outsourcing Customer Care & Intelligence

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### Volume II

- 1.** CC&I is a part of the Capgemini Business Process Outsourcing (BPO) portfolio. Capgemini's BPO services are focused on both top and bottom line benefits to the client – what we call BPO with Business Insight. This is delivered from a combination of world-class excellence in the basics of outsourced business processes with the added value of business intelligence and analytics delivering top line benefits.
- 2.** CC&I with Business Insight means that Capgemini applies business intelligence tools and analytics to the client's customer data captured in the normal course of customer care interactions. Capgemini gathers data from all customer touch points to help clients improve operations, but also to more tightly link the contact center to the parent business. This analysis enables us to feed Business Insight back into improved products and services.
- 3.** Unlike the majority of traditional outsourced contact center management organizations that are focused on high volume, Capgemini is focused on high value. Our objective is root-cause analysis and curing customer service problems rather than continually treating the symptoms. Our Command & Control methods and technology allows us to then apply the solutions to the remaining call volumes.
- 4.** By applying analytics and business intelligence processes and methodologies to specialty, complex queues, Capgemini empowers contact center operations to shift from being reactive (focused on defect management) to being proactive (focused on value). This effectively gives the client the triple benefit of operational efficiency, top line growth, and enhanced customer care.
- 5.** Capgemini's CC&I solutions deliver business-focused benefits including: understanding and reducing customer churn; analyzing and reducing operating costs; improving regulatory compliance; understanding the customer voice; improved customer experience, loyalty, and retention; improving sales and marketing initiatives, and aligning customer care operations with true business objectives.



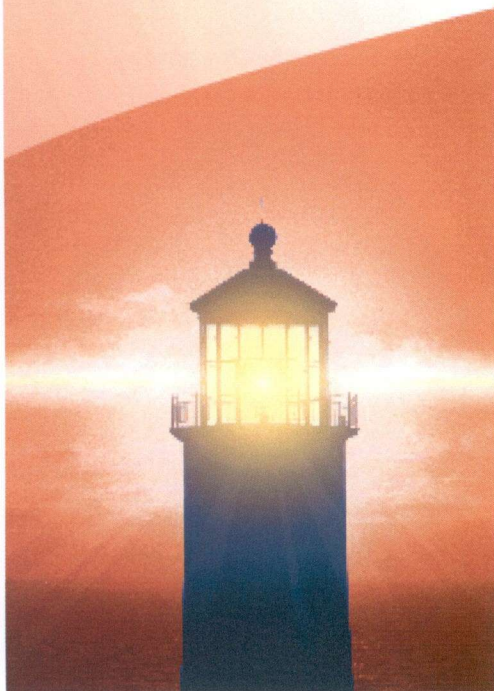
# 5 Fast Facts

## Business Process Outsourcing Customer Care & Intelligence

Read on to learn more about our enhanced offering

### Volume III

1. Capgemini is different from traditional outsourced contact center vendors because we start from a unique perspective: we're rethinking customer care from the outside in. That means we take contact center operations and address them from the perspective of the two key stakeholders: the customer and the parent business.
2. We do this with a combination of customer care and vertical industry skills. We use business intelligence tools and analytics through our unique Business Insight processes to focus attention on the most complex queues, which are in the top layer of the main contact volumes.
3. This outside in approach delivers value in the form of operational benefits on the bottom line, but also goes one step further. Using output from the business intelligence tools to provide Business Insight, Capgemini also delivers value to the top line through process, pricing, product or service changes.
4. Capgemini is successful with this approach because, unlike traditional contact center companies, it can leverage thousands of man-years of Customer Relationship Management (CRM) consulting experience, sector-specific skills, CRM technology specialists, plus the IT outsourcing competency of an 80,000-person global services business.
5. Capgemini also differentiates itself in the CC&I marketplace through its ability to manage a multi-sourcing/multi-vendor customer care strategy. Using virtual and intelligent switch technology via our Command & Control technology suite, Capgemini leverages the benefits and Business Insight gained from our CC&I solutions focused on the client's specialty queues. We can then roll out those benefits across the entire call volume, whether that volume is managed by Capgemini or another vendor.





# 5 Fast Facts

## Volume IV

### Business Process Outsourcing Customer Care & Intelligence

Read on to learn more about our enhanced offering

1. Spending on Customer Relationship Management (CRM) Business Process Outsourcing (BPO) is expected to exceed US\$31 billion in 2007. The market for CRM BPO is the largest sub-segment of the overall BPO marketplace.
2. Gartner Dataquest estimated that in 2005, the worldwide market for CRM BPO (or demand management) was estimated at US\$26.6 billion, growing to a US\$41.1 billion by 2010. To achieve this size, the market is expected to grow at a five-year compounded annual growth rate of 9.3 percent.
3. Capgemini sees the customer care solution market as one that has become disconnected from the original businesses that it serves. In the rush to solve the operational needs of an increased variety of services through multiple touch points, many providers focused on processes and technology. In these cases, customer experience has suffered at the expense of solving volume-related issues. Capgemini believes that the solution is to focus on innovation and long term business-to-customer relationship improvements, not just lower operating costs and efficiencies. This is the perspective of our outside in philosophy.
4. Capgemini is a relatively new entrant in the customer care market, which has been maturing for more than 20 years. This enables us to step back and determine how best to enter this market. Taking advantage of the leverage available from Capgemini Group's much broader capabilities, compared with conventional customer care providers, Capgemini is rethinking customer care from the outside in.
5. Our enhanced CC&I BPO offer demonstrates our commitment to a full BPO portfolio and expands our solution set to include both front and back office services. We have been focused on North America and now are ready to expand CC&I into Europe. CC&I is a critical component of Capgemini's strategy to maintain its global BPO operations as the fastest growing business unit in the Group.

