



UNLOCKING IMMERSIVE EXPERIENCES

Redefining engagement and innovation with
Microsoft and Capgemini

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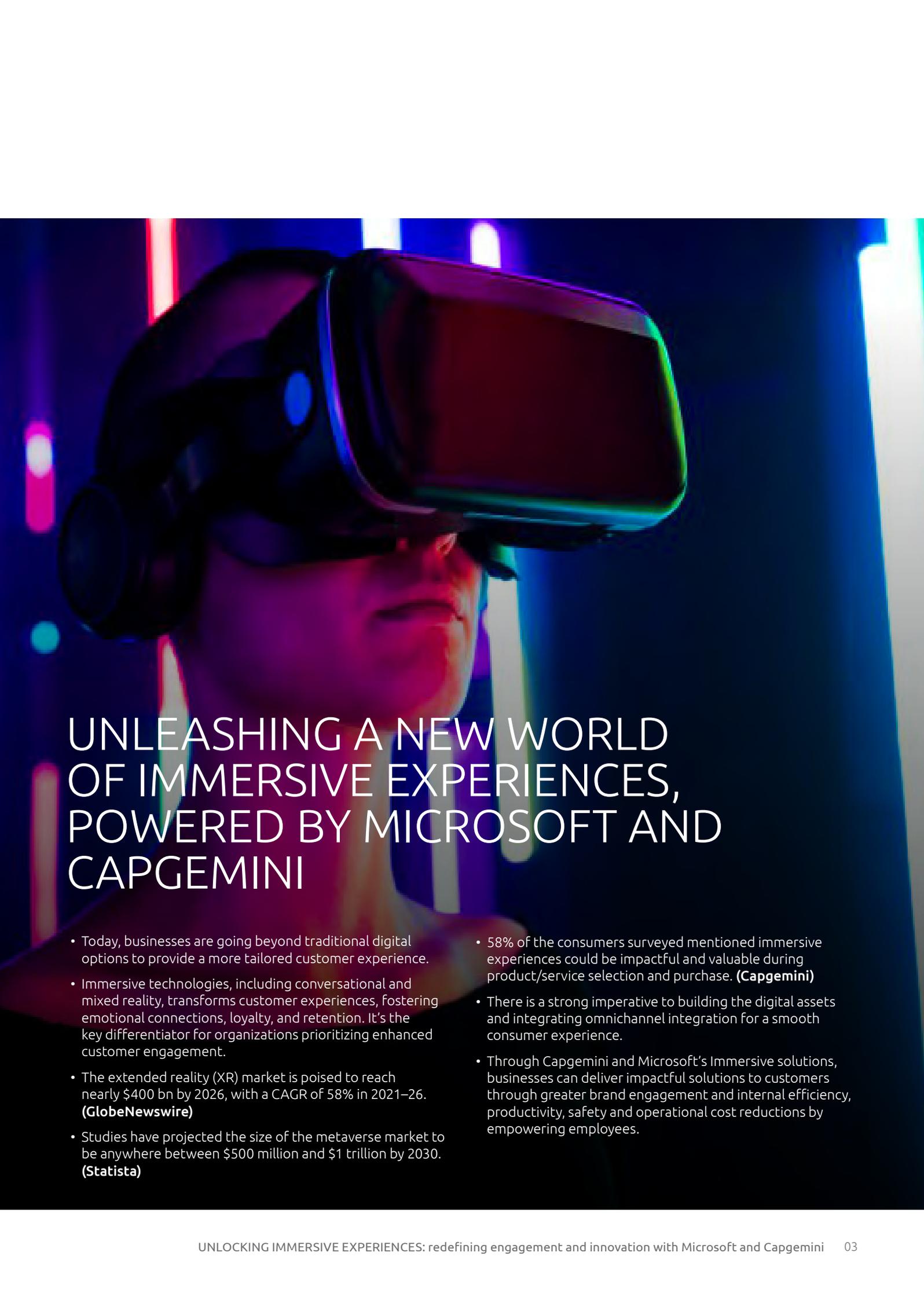
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UNLEASHING A NEW WORLD OF IMMERSIVE EXPERIENCES, POWERED BY MICROSOFT AND CAPGEMINI

- Today, businesses are going beyond traditional digital options to provide a more tailored customer experience.
- Immersive technologies, including conversational and mixed reality, transforms customer experiences, fostering emotional connections, loyalty, and retention. It's the key differentiator for organizations prioritizing enhanced customer engagement.
- The extended reality (XR) market is poised to reach nearly \$400 bn by 2026, with a CAGR of 58% in 2021–26. **(GlobeNewswire)**
- Studies have projected the size of the metaverse market to be anywhere between \$500 million and \$1 trillion by 2030. **(Statista)**
- 58% of the consumers surveyed mentioned immersive experiences could be impactful and valuable during product/service selection and purchase. **(Capgemini)**
- There is a strong imperative to building the digital assets and integrating omnichannel integration for a smooth consumer experience.
- Through Capgemini and Microsoft's Immersive solutions, businesses can deliver impactful solutions to customers through greater brand engagement and internal efficiency, productivity, safety and operational cost reductions by empowering employees.

THE CURRENT NATURE OF IMMERSIVE TECHNOLOGY

Consumers have shown a keen interest in engaging with immersive experiences, which can be accessed through mobile devices, web browsers, voice assistants, sensors, and extended reality headsets. In their purchasing journeys, consumers perceive these immersive experiences as impactful and valuable, especially when it comes to retail shopping and high-engagement products. Additionally, consumers find these immersive experiences highly beneficial for training and educational purposes.

Organizations are also fully aware of the potential that immersive experiences and the metaverse hold for their internal operations. These organizations recognize the range of benefits that can be obtained from these applications, including enhanced performance and more efficient collaboration. As a result, they have been investing in various pilot projects, such as virtual try-ons, product demos, remote operations, and employee training. Nonetheless, scaling these applications continues to pose a challenge without the right adoption strategy.



CREATING THE FUTURE OF IMMERSIVE

By bringing together traditional 2-D interfaces (flat UI), natural interfaces with new conversational, augmented, mixed and virtual reality capabilities, Microsoft and Capgemini can craft and deliver multisensory experiences that customers and employees will intuitively feel.

2.1 A Closer look at our Immersive Experiences

Our capabilities across Connected Marketing, Empowered Sales, Augmented Service, and Commerce Realized can all be extended by adding immersive interactions to the mix, driving personalized, intuitive, natural, and emotionally charged experiences across the whole customer and employee lifecycle.

We cover a spectrum of immersive solutions such as



WEBSITES



MOBILE APPS



DIGITAL ASSISTANTS



VOICE/VISION RECOGNITION



METAVVERSE



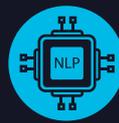
WEB 3.0



KIOSK APPS



WEB 2.0



NATURAL LANGUAGE PROCESSING



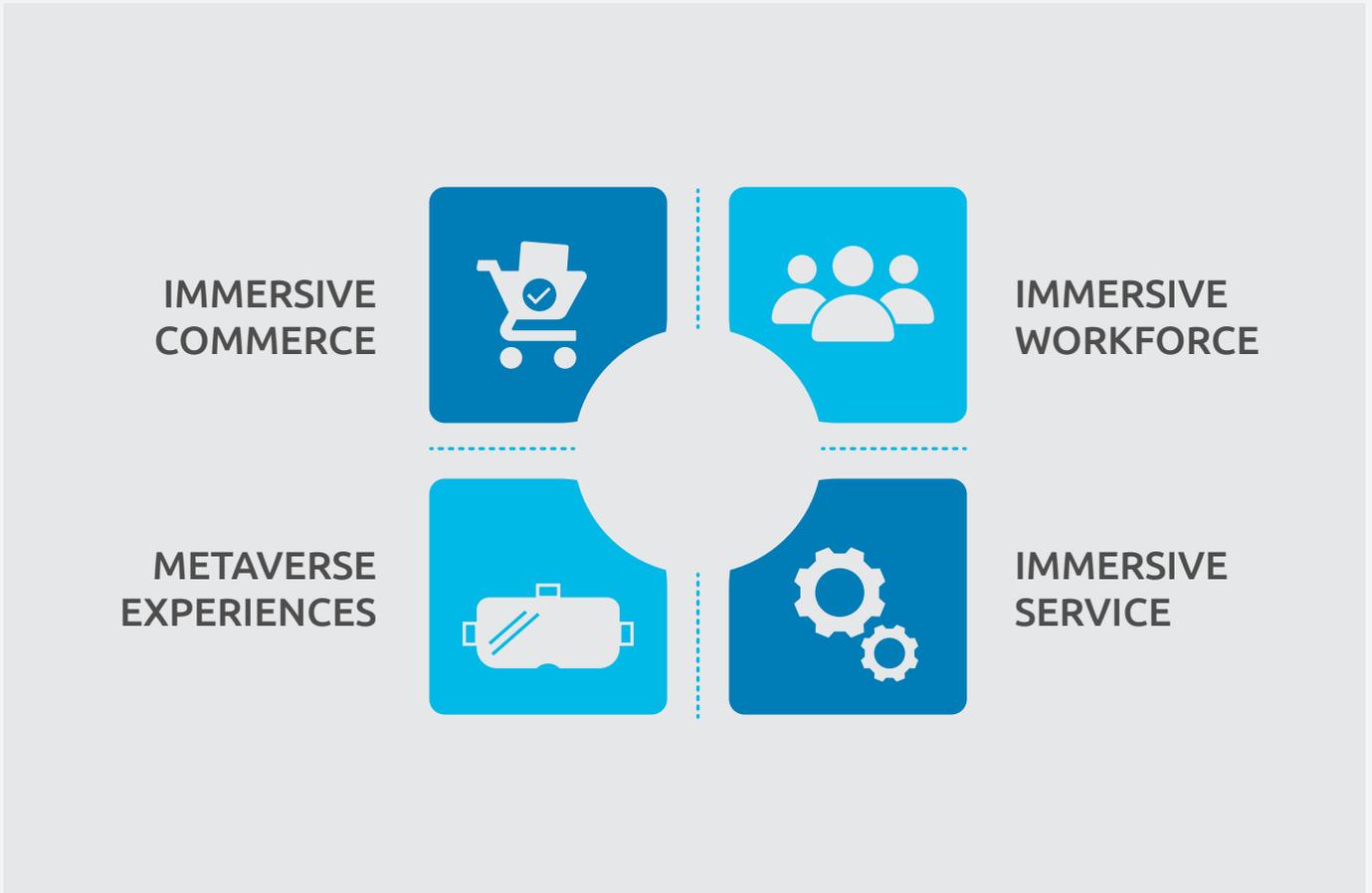
AR/VR/XR (MOBILE OR HEADSET)



IVR



MICROSOFT AND CAPGEMINI IMMERSIVE OFFERINGS



IMMERSIVE COMMERCE

Providing consumers with the superpower to see things in location or customize products in 3D has been demonstrated to increase conversion by 40%. Our expertise includes Commerce UX Design, Site Performance, 3D configuration / AR-enabled commerce and Virtual Asset Optimization.

IMMERSIVE SERVICE

Enabling employees to access the expertise of industry professionals is like equipping them with a superpower. This capability allows for handling service calls with the utmost proficiency, resulting in faster call resolutions and increased customer satisfaction. Our expertise lies in leveraging augmented reality (AR) and virtual reality (VR) with our proprietary platform, Andy 3D, to facilitate remote collaboration. We provide seamless and immersive experiences for remote operations and implement digital twin strategies, allowing employees to replicate real-world scenarios in a virtual environment.

IMMERSIVE WORKFORCE

Equipping employees with the ability to simulate real-life scenarios enhances safety measures, reduces costs and improves effectiveness with retention rates as high as 75%, compared to 10% for reading-based training methods. Our expertise lies in providing comprehensive solutions for AR/VR employee training, gamification, branded platform customization and collaboration.

METAVERSE EXPERIENCES

Empowering both customers and employees with the ability to immerse themselves in alternate realities opens up new avenues for brand engagement and interpersonal connections. From an industry standpoint, the metaverse has the potential to revolutionize supply chain management, manufacturing, and engineering processes, providing the superpower of transparency and enhanced efficiency. Our expertise lies in developing metaverse strategies, POC development (M-Labs), leveraging synthetic data and prioritizing sustainability



HOW IMMERSIVE CAN BENEFIT BUSINESSES



ENHANCED CUSTOMER ENGAGEMENT

Immersive experiences captivate customers, leading to increased brand loyalty, higher conversion rates, and improved customer satisfaction.



IMPROVED TRAINING AND SKILL DEVELOPMENT

Immersive training programs enable employees to acquire skills more effectively, leading to higher retention rates, increased productivity, and improved performance.



STREAMLINED OPERATIONS AND EFFICIENCY

Immersive technologies facilitate seamless collaboration, remote operations, and real-time data analysis, resulting in streamlined processes and enhanced operational efficiency.



EXPANDED BUSINESS OPPORTUNITIES

Immersive experiences open new avenues for business growth, such as virtual commerce, virtual events, and virtual reality advertising, expanding reach and driving revenue.



ENHANCED PRODUCT DEVELOPMENT AND DESIGN

Immersive technologies allow for virtual prototyping, 3D visualization, and user feedback, accelerating the product development cycle and improving design accuracy.





WHAT SETS MICROSOFT AND CAPGEMINI APART

DESIGN AND TECH INNOVATION AT SCALE

Our collaborative efforts focus on delivering immersive experiences through innovative design and scalable technological solutions, ensuring impactful outcomes for businesses.

ASSETS & ACCELERATORS FOR SUCCESS

Our extensive portfolio of assets and accelerators, combined with our deep industry knowledge, allows us to rapidly deploy and customize immersive solutions tailored to the unique needs of each business, ensuring their success.

STRATEGIC PARTNERSHIPS

By forging strategic partnerships with industry leaders, such as Microsoft and Unity, we leverage their expertise and technologies to create synergistic solutions that empower businesses and unlock their full potential.

HUMAN-CENTRIC APPROACH TO EXTRAORDINARY SUPERPOWERS

We prioritize understanding and connecting with people on a human and emotional level, enabling us to unlock extraordinary superpowers that drive meaningful and transformative experiences for both customers and employees.

For unveiling the future of Immersive with Microsoft and Capgemini.

Contact :-

Paul Harrison

Microsoft Digital Customer Experience, Capgemini

paul.harrison@capgemini.com

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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