



Customer Experience Modernization

Offering Summary

In an era where customer experience is increasingly shaped by **AI-driven discovery**, organizations must modernize not only their digital interfaces but the content and systems that power them. Our **Customer Experience Modernization** offering revitalizes your digital presence with **Adobe Experience Manager (AEM)**, cloud-native **Experience Delivery Services (EDS)**, and agentic automation to accelerate performance, structure, discoverability, and operational speed.

We ensure a transformation journey that boosts user engagement, strengthens generative visibility, and modernizes backend operations; **future-proofing your entire digital estate**.

What are the business challenges?

Modernizing customer experiences isn't easy. Common hurdles include:

Legacy System Limitations

Outdated architectures struggle with modern experience expectations, headless delivery, AI-readiness, and omnichannel consistency.

Performance & Lighthouse Scores

Slow, monolithic platforms cannot meet the speed requirements demanded by both users and AI ranking systems.

Integration Complexity

Bringing disparate systems, customer data, and legacy CMS patterns into a unified experience framework is difficult and often creates operational bottlenecks.

Cross-channel Experience Fragmentation

Maintaining consistent design, messaging, and UX across web, mobile, app, and emerging AI surfaces is increasingly difficult.

Experience Visibility in AI Ecosystems

Generative engines increasingly deliver answers without users visiting websites. If content is not structured, fast, and machine-readable, brands lose visibility, authority, and trust at key decision moments.

Complex Migrations

Transitioning to cloud-native AEM and EDS introduces architectural, operational, and security challenges that many organizations struggle to navigate.

Scalability Issues

Growing traffic, new markets, and diverse channels require an architecture which scales globally without degrading performance.

Slow and Costly Content Operations

Manual publishing workflows waste time, introduce compliance risks, and cannot meet the increasing cadence of content needed across touchpoints, including AI-driven ones.

How Publicis Sapient helps you win

We modernize your entire experience layer – from architecture to content to AI-driven visibility.

Built on Adobe Experience Manager, Experience Delivery Services, and accelerated by our proprietary automation products, we turn slow, fragmented digital estates into AI-ready experience platforms that load faster, structure content intelligently, scale globally, and perform across every surface where your customers (and AI systems) discover your brand.

Adobe Experience Manager Integration

We leverage AEM Sites and Assets to build scalable, modular, and personalized experiences that perform across every digital channel and meet the demands of AI-powered discovery.

Cloud Migration Agent

Automates readiness assessments, dependency mapping, and migration planning—cutting weeks of manual effort. It fast-tracks your transition to AEM as a Cloud Service and Experience Delivery Services, delivering immediate gains in performance, security, versioning, and continuous delivery.

Experience Builder Agent

Turn Figma files or legacy sites into production-ready AEM experiences—automatically. The Experience Builder Agent converts existing CMS pages or design files directly into modular AEM components and templates, eliminating hand-coding and design drift. It slashes build time, ensures brand consistency, and accelerates deployment with agentic, automated experience creation.

Generative Engine Optimization (GEO)

We structure content for machine readability (schema, metadata, API-driven feeds) and optimize it for generative search environments, ensuring brand information is accurate, visible, and trusted across AI ecosystems.

Performance & EDS Acceleration

Leverage Adobe's Experience Delivery Services and global edge delivery to significantly improve Lighthouse scores, Core Web Vitals, and AI-crawl performance.

Seamless Integration

Our solutions unify your content, data, design systems, analytics, and personalization engines to ensure a consistent omnichannel experience.

Scalable Architecture

Cloud-native, modular foundations ensure your platform scales with growth, new markets, and new channels, including agentic surfaces and conversational interfaces.

How to Get Started

Here's how we turn outdated digital estates into AI-ready experience platforms.

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Discovery & Assessment

We start with a deep dive into your current customer experience framework to identify gaps and opportunities.
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Strategic Roadmap

We provide a clear, actionable roadmap tailored to your organizational goals and technical environment.
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Implementation

Deploy automation agents and integrate Adobe Experience Cloud with minimal disruption and maximal efficiency.
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Enablement & Adoption

We empower your teams through training and best practices to ensure sustainable change and adoption, so your organization thrives independently.
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Continuous Improvement

Post-implementation, we offer ongoing support and optimization to keep your customer experience ahead of evolving market demands.

Why Publicis Sapient?

The partner that modernizes experiences at the speed AI now demands.

We bring deep AEM expertise, innovative use of our propriety agents, and our client-first approach which delivers lasting transformation. Partnering with us means gaining more than just a service provider - you gain a strategic ally committed to helping you unlock speed, scalability, and AI-ready customer experiences.

Let's Connect

Ready to modernize your customer experience? Let's explore how Publicis Sapient can help you achieve measurable impact—fast. Start your journey today: publicissapient.com/partnerships/adobe.