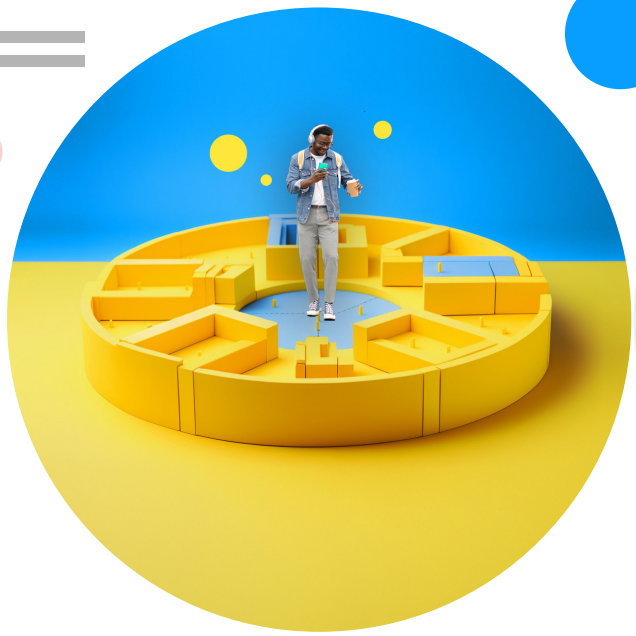
publicis
sapient

Experience Transformation

Salesforce Experience Design



Offering summary

Maximize your digital business transformation investments by implementing the right solutions for both your organization and your customers. By connecting the experiential and operational requirements essential to successfully implement digital business transformation, our Salesforce Experience Design offering does more than simply serve up a technology recommendation. Instead, we identify the most holistic, valuable and feasible solution for your organization. And then we deliver an MVP–minimum *value* product–in as few as three months.

Solving digital transformation challenges

Transformative experiences move minds and make markets–yet many businesses are still looking for a system-first solution.

With digital processes that are too often disjointed from user needs, inhibited by slow implementation and unproven ROI, it's not surprising that most digital transformation initiatives are unsuccessful.

To add to the challenge, customer expectations are moving faster than ever, and the expectation of consistency across channels is only the starting point. Today's brands must deliver quality, consistency and delightful experiences while managing an overgrown mix of back-end technologies and siloed capabilities.

Yet, in every challenge lies an opportunity:

Taking a holistic approach centered around providing value to your organization, customers, employees and partners, we identify the systems and services that enable experiences, maximize technology value and remove risk.

Challenges and opportunities include:

1. **Digital transformation effort focuses too much on technical integration, not people.**
   - → Shift focus from technology to why transformation is necessary in the first place: How will employees and customers be affected?
2. **"Build it and they will come" mentality leads to low adoption.**
   - → Break the pattern: Consider the human side first when considering system integration and technology.
3. **Lack of clear transformation goals.**
   - → Start with the end in mind: When establishing the entire transformation effort, what is the business objective and what are the requirements?

Salesforce Experience Design

Removes complexity, waste and enables experiences quickly and efficiently

Experience–Led Virtual Lab	Experience–Led Platform Design	Experience–Informed Digital Product Factory
Frame & Replay **Envision it together**	**Blueprint & MVP** **Plan it & prove it–fast**	**Build & Scale** **Making impact**
Quickly understand "as-is" and define future "to-be" states in complex environments. Set stage for Blueprint & MVP accelerator.	Salesforce-trained experience teams aligned with specific Salesforce cloud specialists and product teams delivering experience-led platform design integrated with a technical assessment.	Ongoing product build and innovation with emphasis on flow of value and measurable outcomes.

Benefits of Salesforce Experience Design:

- Faster time to market
- Increased user adoption
- Reduced complexity and waste
- Significantly improved return on investment
- Multiple brands consolidated into a single, unified experience
- Deeper bonds fostered with customers

What sets Publicis Sapient apart?

With three decades of experience transformation excellence, we are experts in the field.

- Establishing your transformation goals at the onset, our experts focus on maximizing value and optimizing features that will meet your needs
- Long-standing partnership with Salesforce tools and capabilities enables the creation of experiences that work best within your systems–eliminating unnecessary, customized and overly-complex code
- Putting your people above technology, our experience-led Virtual Lab team understands human adoption and delivers an MVP that focuses on "value," not "viability"
- Produce value at speed, with most MVPs delivered within three months

Set your experience strategy up for success with Publicis Sapient's full suite of Experience Transformation offerings:

- **Product Design Services:** Design and deliver products that create the utmost value for your customers and deliver on brand promises
- **Customer Journey Transformation:** Reinvent your customer journey and elevate experience for customers, prospects, employees and partners
- **Connected Retail Store Experience:** Drive real change in customer behavior by activating cohesive, frictionless customer experiences across your brand's digital and physical channels
- **Design Systems:** Construct a central source of truth for your brand's digital language to accelerate your product ecosystem

How we've made an impact:

LA METRO

The imperative for change:

With over 10 million people living and working in Los Angeles County, the Metropolitan Transportation Authority (LA Metro) helps citizens get around with the least amount of environmental impact. To remain relevant in times of growing alternative transportation options (ride share, bike share, etc.), LA Metro introduced the reloadable TAP card with which users could pay for train and bus fares.

The transformative solution:

Using Salesforce Commerce Cloud Community Suite:

- Built a platform called TAPforce which allows users to use their TAP payment account for any approved transportation provider, public or private
- In addition to use on trains and buses, TAPforce allows use of digital wallets to pay transportation providers who may not have readers
- Integrating TAPforce with the TAP website and app, users can register, reload and apply promotion codes using any device

The business impact:

TAPforce has simplified transit without using cars. Accounts can be used for microtransit, scooters, ride-hailing, parking and electric vehicle charging. Lowering the barriers to using greener transportation options relieves traffic congestion, improves local quality of life and benefits the planet.

- **1,000 new Metro Bike Share signups on day one**
- **26 participating transit systems**
- **$12 million in TAP website sales per year**

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How we've made an impact *(continued)*

STATE GOVERNMENT

The imperative for change:

When the COVID-19 pandemic hit, the U.S. federal government created a $25 billion Emergency Rental Assistance (ERA) program, distributing funds through state, local and tribal governments. Expecting tens of thousands of applicants, this state government wanted to award funds to eligible residents quickly to keep them from being evicted or having their power shut off.

The transformative solution:

- Designed and implemented an application to manage the ERA program on Salesforce platform in just two weeks
- Salesforce platform became a one-stop shop to receive residents' ERA applications online or via the call center, automatically route applications to multiple non-profits, share information with utility companies to make sure residents' power stayed on, automatically notify residents of their awards and track payments

The business impact:

The Salesforce application transformed the experience of managing a government program for people in need. Residents appreciated having a convenient way to apply and track status. Automated workflow between agencies and with outside partners helped staff productivity. Ultimately, experience transformation helped people in need stay in their homes during a time of unrest.

- **40,000 applications received in first round**
- **Hundreds of millions of dollars distributed to people in need**
- **More convenient citizen service**

For more information, visit **publicissapient.com/solutions/customer-experience-transformation**.

WHY 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**.