publicis sapient | **salesforce**

Customer Engagement

Reimagining customer engagement: creating connected relationships in a digital, AI-powered era

Customer engagement is no longer just about personalized offers—it's about orchestrating seamless, data-powered experiences that earn trust, drive growth, and deepen loyalty. In today's AI-enabled world, success hinges on how well organizations align their data, platforms, and teams to deliver value in every interaction.

Whether browsing a site, receiving service support, or engaging with a brand's content, customers expect more than consistency—they expect to be understood. They expect relevance. They expect connection.

Yet, delivering on that expectation isn't easy. Most businesses are held back by siloed systems, fragmented data, and disconnected teams. Publicis Sapient helps organizations overcome these challenges by building the systems, insights, and governance needed to turn every customer moment into a strategic advantage.

Offering summary

As a leading Salesforce Data Cloud and Marketing Cloud partner, we help organizations modernize how they engage with customers—connecting data, experiences, and insights in real time. Our Customer Engagement approach is built around five core capabilities that work together to drive measurable outcomes.

We start by laying the foundation—aligning platforms and data to support scalable, real-time engagement. Then we bring identity to life, building trusted customer profiles that power relevant, consent-based interactions. With that in place, we orchestrate seamless experiences across marketing, sales, service, and media—personalized and optimized in real time. Our intelligence layer turns every action into insight, connecting journeys to measurable impact. And through the Customer Engagement Transformation Office, we ensure the entire system stays aligned, governed, and ready to evolve.

Together with Salesforce, we help organizations deliver authentic, scalable engagement that turns one-time interactions into long-term relationships—and everyday moments into meaningful business outcomes.

Mastering the customer engagement journey

74%

of customers have used multiple channels to start and complete a transaction.*

54%

say it generally feels like sales, service and marketing teams don't share information.*

Learn from Me · Identify Me · Know Me · Anticipate Me · Interact with Me

66%

of customers expect companies to understand their unique needs and expectations.*

76%

of customers expect consistent interactions across departments.*

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* [IXA](#)

Deliver authentic engagement and foster lasting customer relationships

True transformation takes more than technology. It requires a strategy that connects platforms, data, and human touchpoints to power engagement that's relevant, immediate, and resilient. That's why our Customer Engagement offering doesn't just optimize channels—it builds connected systems and teams that are designed to adapt, scale, and evolve. Our vision is increasingly guided by agentic AI: not as a feature, but as a future state. Intelligent systems that act on behalf of brands and customers will define the next chapter of engagement, and we help our clients get there, one layer at a time.

We activate this vision through five core capabilities:

1. **Martech Foundation** helps organizations design and implement a unified, cross-cloud Salesforce environment. This includes aligning architecture, standing up Data Cloud and Marketing Cloud for activation, and ensuring real-time infrastructure is in place to support orchestration and AI-driven experiences.

2. **Digital Identity** unifies fragmented customer data into a single, trusted profile—capturing consent, preferences, and behavioral data across all touchpoints. With Salesforce Data Cloud at the center, organizations can finally treat identity as the foundation of meaningful engagement.

3. **Connected Experiences** orchestrates cross-channel journeys with precision. From real-time service interactions to always-on marketing and lifecycle programs, we help brands deliver seamless, personalized engagement across Salesforce Clouds and media channels. CoreAI—our proprietary AI platform—can elevate these experiences by embedding intelligence into orchestration, personalization, and media activation as part of a broader strategy.

4. **Customer Intelligence** closes the loop between action and outcome. Through advanced analytics, always-on dashboards, and predictive insights, we help clients optimize every interaction—ensuring personalization, segmentation, and KPIs stay aligned.

5. **The Customer Engagement Transformation Office (CETO)** keeps it all aligned. By operationalizing governance, enabling cross-functional pods, and embedding agentic AI responsibly, CETO provides the structure to prioritize what matters most—and sustain momentum over time.

Orchestrated Capabilities. Compounding Value.

Each offering within our Customer Engagement framework reinforces the others—unlocking smarter engagement, faster execution, and more sustainable transformation. These real-world outcomes illustrate how value compounds when identity, insight, activation, and governance work together.

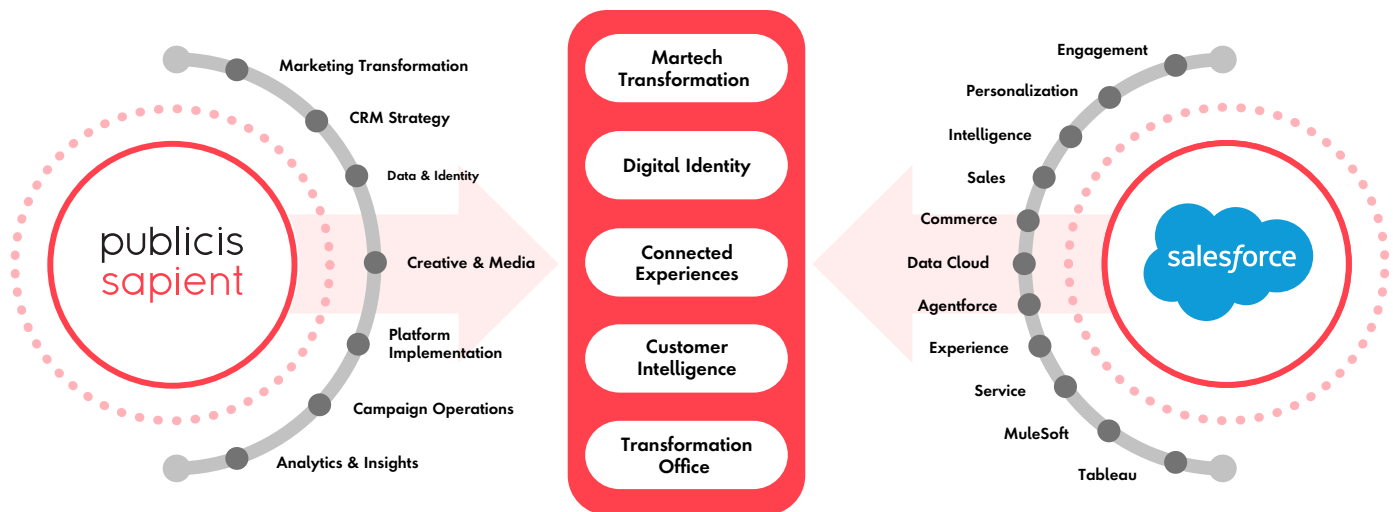| FOUNDATION & IDENTITY	ORCHESTRATION & INTELLIGENCE	ALIGNMENT & GOVERNANCE
Martech Foundation + Digital Identity	**Connected Experiences + Customer Intelligence**	**Customer Engagement Transformation Office (CETO)**
We helped a global biopharma unify its Salesforce environment and stand up a cross-cloud identity strategy—connecting patient and HCP data across Marketing and Health Clouds. With a real-time data foundation in place, the organization could activate journeys confidently while meeting complex regulatory needs.	A fast-moving consumer brand tapped into Data Cloud and CoreAI to deliver dynamic, behavior-based personalization across channels. A closed-loop intelligence layer refined audiences and messaging based on live engagement signals—no more waiting weeks for optimization cycles.	We partnered with a medtech firm to establish a formal governance layer—aligning strategy, execution, and cross-cloud operations through a CETO structure. With shared prioritization and planning rhythms in place, teams could focus on outcomes instead of reacting to complexity.
Real-world outcome: Teams could activate audiences in minutes, not weeks—unlocking faster personalization, better data governance, and a foundation ready for AI.	**Real-world outcome:** Campaigns dynamically adapted to customer behavior, driving higher conversion while reducing media and production waste by double digits.	**Real-world outcome:** Teams went from rework and duplicate efforts to shared roadmaps, clearer accountability, and a structure that sustained momentum beyond the pilot phase.

World-class digital business transformation + the world's #1 CRM

We leverage the Salesforce platform to help organizations unlock the full potential of digital business transformation—connecting data, orchestration, and intelligence to create real-time, customer-centric systems.
By combining Salesforce's best-in-class capabilities with our deep industry knowledge and proprietary tools
like CoreAI, we deliver scalable solutions that drive personalization, journey activation, and insight-to-action feedback loops.

Our approach is built to adapt. Whether the goal is accelerating growth, optimizing operations, or improving loyalty, we turn Salesforce into a platform for measurable, sustained engagement.

publicis sapient:
- Marketing Transformation
- CRM Strategy
- Data & Identity
- Creative & Media
- Platform Implementation
- Campaign Operations
- Analytics & Insights

Center:
- Martech Transformation
- Digital Identity
- Connected Experiences
- Customer Intelligence
- Transformation Office

salesforce:
- Engagement
- Personalization
- Intelligence
- Sales
- Commerce
- Data Cloud
- Agentforce
- Experience
- Service
- MuleSoft
- Tableau

What sets us apart

As a recognized leader in Customer Engagement strategy and execution, we bring more than 15 years of experience helping clients translate vision into results. Our strength lies in bridging strategy and technology—combining Salesforce expertise with an understanding of how to operationalize transformation across marketing, service, sales, and data teams.

- **Strategic Path to Value:** We make it easier to start smart—prioritizing use cases, sequencing platforms, and tying activation to business outcomes.

- **Industry Expertise:** We bring tailored approaches to meet the specific challenges of B2B, B2C, and B2B2C sectors.

- **End-to-End Salesforce Expertise:** We integrate across clouds—from Core to Marketing, Data Cloud to Commerce—with efficiency and scale.

- **Data-Driven by Design:** Leveraging data strategy expertise with Salesforce Data Cloud at the center to support personalization, AI, and performance.

- **Trusted Partnerships:** We extend Salesforce's impact through strategic collaborations with Meta, AWS, Google, and beyond.

- **ROI and Measurement Focused:** Maximizing ROI through deep expertise in traditional and digital media, 1P data, and close collaboration with CMOs.

- **Agentic and AI-Ready:** From Agentforce to Einstein to CoreAI, we help clients evolve toward agentic systems—intelligent, responsive, and ready for what's next.

LET'S CONNECT

Discover how Publicis Sapient's capabilities and partnership with Salesforce can establish, augment and extend your digital transformation, visit: **publicissapient.com/partnerships/salesforce**.

About 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**.