



# Satisfied Customers

Creating a better customer experience in the public or private sectors by connecting the workforce

**The way business is being done – whether in the private or public sector – is changing rapidly thanks to the rise of mobile devices, cloud computing, social networks and the demands of a generational shift in the mind-set of today’s workforce and the customers or constituency they serve.**

**Today’s workforce expects to be able to use a variety of devices, applications and networks in order to stay connected – even if that means using their own technology. Similarly, customers or citizens expect to be able to engage with companies and governments on their terms and in their own time, with a consistent online or in-person experience.**

**This is causing significant challenges for these organizations. How do they effectively deal with these challenges while under pressure to deliver a seamless user-friendly experience?**

All organizations are being forced to think differently and act bravely, often adopting entirely new technologies

and business processes in order to stay ahead of these constantly shifting changes and demands while trying to gain the upper hand in maintaining quality, ensuring security and controlling costs.

Sogeti and Intel are focused on helping their customers take advantage of Microsoft Windows\* 8 and the forthcoming Windows 10 operating systems, to embrace workforce mobility and deliver advanced applications to support a connected workforce.

The following stories relate to two very different clients — one in the public sector and the other in the private sector — and yet both are dealing with the same challenge.

**Empowering government organizations to be more responsive to their citizens by enabling a connected workforce**

This organization is a local government body in Europe that introduced mobility to the workplace and created a win-win situation for both citizens and employees. With a population thinly spread across a remote region, this local council knows the power of technology to help its geographically dispersed

employees react quickly and effectively to meet the needs and demands of its citizens.

The council knew it had to mobilize its workforce but its ability to quickly adopt new technologies was constrained by the mix of operating systems in use at its 50 sites. Half of its 800 desktops ran the Microsoft Windows XP\* operating system, which was approaching end of life, and the remainder ran Windows 7. Maintaining this mix of operating systems demanded two full-time ICT managers out of a 20-person ICT staff and it also made deploying new applications more time-consuming.

By enlisting the experience and services of Sogeti as its ICT partner, the council upgraded to Windows 8.1, the only operating system that could allow it to unify user experience across computer, smartphone and tablet. The council opted for hardware built on Intel processors and architecture, which would be powerful and robust enough to run full versions of Windows 8.1 on both desktops and tablets.



Upgrading all 800 desktops took less than three months and new deployments now take half the time. Desktop maintenance has been reduced by 80 percent (time that is now spent improving processes) and the council also needs 80 percent fewer physical servers thanks to a combination of increased confidence in the stability of the council's operating system environment and more efficient memory utilization.

With a mobilized workforce, this government organization has seen productivity go up and greater satisfaction in its constituency for serving their needs quickly and effectively.

**Ready for take-off faster and easier through mobile solutions for customers and employees at airport retail shops**

A specialty retailer that operates in airports wanted to update and improve its customers' point-of-sale (POS) experience. The airport environment presents unique challenges for shoppers and retailers alike; travelers are often in a hurry to get to their gate and so are less willing to take the time to queue up and make a purchase. Sogeti worked closely with this retailer

to build an application for use by sales assistants in its airport stores. Equipped with an HP Elite-Pad\* 900 with retail jacket, which is powered by Intel processors and based on the Windows 8 operating system, a salesperson can now move around the store to help customers with their purchases. A customer wanting to make a purchase can show it to the sales associate, who uses the application and device to scan the customer's boarding pass and to collect their credit card details. The customer takes their purchase and their receipt, and leaves the store – without having to queue. If they want to continue to shop elsewhere in the airport, their purchase can even be sent straight to their departure gate to be picked up as they board.

In addition to enabling a much faster purchase process for the customer, the retailer reports that the solution has provided strong security to its system as well. The HP devices sourced by Sogeti include credit card reader sleeves that enable the retailer to process and retain all the necessary card information without having to send it through a third party. It has ordered an additional 1,500 devices to be rolled out across all its stores.



**Sogeti and Intel: Guiding organizations in transforming their workplace to create an enhanced customer experience**

Sogeti, in partnership with Intel have had a positive impact on its clients across both the private and public sectors, and throughout the world.

The Windows and Intel ecosystem is vast, including many different device types and form factors, and Sogeti's relationship with Microsoft and Intel is invaluable when it comes to specifying

a solution that can meet your industry-specific needs. The power of the partnership has helped to transform clients' workplaces by creating a mobile and productive workforce that enhances the overall customer experience while improving their bottom line.

Learn how you can transform your workplace to create a connected workforce and drive customer satisfaction by contacting: [darren.baker@sogeti.com](mailto:darren.baker@sogeti.com)

Sogeti has been recognized as:



**About Sogeti**

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