

Capgemini Consulting

Using smart analytics to gain insights into business transformation projects



Overview

The need

Capgemini Consulting wanted to sharpen its ability to gain in-depth, data-driven insights during large-scale client business transformation projects, enabling it to adjust and support decisions on-the-fly.

The solution

The firm brought data management in-house and deployed sophisticated IBM Analytics software to help design and distribute questionnaires, collect responses, and analyze the feedback received.

The benefit

Equipped with deeper, faster insights into project performance and end-user satisfaction, Capgemini Consulting can proactively spot and address areas for improvement, ensuring better client services.

As the global strategy and transformation consulting organization of the Capgemini Group, Capgemini Consulting (here represented by Capgemini Consulting in Germany) specializes in advising and supporting enterprises in significant transformation, with an unstinting focus on results. During large-scale projects, gathering insights from clients' staff is integral to understanding their perception of company changes, as well as establishing whether any unforeseen improvements or problems have arisen.

Natalia Szymanska, a consultant at Capgemini Consulting, explains: "The ability to conduct our own research with the right tools gives us unique, data-driven insights into clients' businesses and enables us to get a fuller picture of the situation, which is crucial to our success.

"Speed is a prerequisite for success in our business. Receiving quick survey results, for instance, enables us to identify opportunities to alter our consulting approach based on client feedback early on in the process."

To gain greater control over the data collection, analysis, and follow-ups it needed to enhance project performance, Capgemini Consulting decided to develop in-house data scientist capabilities. To do so, it needed a solution that could support the entire iterative survey design and execution process, which consists of planning, programming, testing and modifying, execution and response collection, analysis and reporting.

The ability to fully integrate near-to-real-time data gathering and evaluation is part of the transformation journey of the consulting business. "With the IBM solution, we can create – as just one example – surveys easily and with high flexibility. As a result, gathering and analyzing client feedback is becoming a bigger part of our culture, helping us improve our services," says Natalia Szymanska, Consultant at Capgemini Consulting.



Solution components

Software

- IBM® SPSS® Data Collection
- IBM SPSS Statistics

IBM Business Partner

- 2x4
-

On the fast track to valuable insights

Capgemini Consulting chose to deploy a solution based on IBM® SPSS® Data Collection and IBM SPSS Statistics software, enabling it to develop professional, interactive surveys for client projects and to generate intuitive reports to help its consultants quickly grasp the significance of findings. 2x4, an IBM Business Partner specializing in offering support, training and consulting for IBM SPSS Data Collection and IBM SPSS Statistics, provided assistance throughout the implementation.

“SPSS is designed specifically for survey researchers who are interested in interactive reporting and determining key insights from survey data – a perfect match for our requirements,” says Natalia Szymanska.

Capgemini Consulting uses IBM SPSS Data Collection Author to create intelligent, sophisticated web-based surveys that automatically adjust the order and content of questions depending on how the user responds. The solution also includes a library that contains a wide range of predefined questions, which can simply be dropped into a new survey, or re-used across many projects, saving time on questionnaire design.

With this tool, Capgemini Consulting now conducts regular web-based “temperature check” surveys, which enable consistent assessment of progress of each business transformation project, allowing clients’ employees to express their views and raise any concerns early on. Capgemini Consulting’s central team of data scientists then performs sophisticated analyzes on the raw data collected, and provides the feedback to the local consultants.

Finger on the pulse of change

With improved data analysis and reporting capabilities, Capgemini Consulting can gain deeper insights into the performance of individual business transformation projects, spot potential barriers quickly, and take corrective action immediately. By enabling a faster response to previously unforeseen issues, Capgemini Consulting can reduce the risk of delays and enhance project performance.

Natalia Szymanska adds: “Collaborating with IBM on SPSS helped us improve the quality of service we provide to our clients – it’s good news all round.”

Equipped with more accurate measurability of progress, the company has sharpened its ability to compare project results within and between markets, enabling it to identify and share best practices within its community of consultants.

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– Natalia Szymanska, consultant,
Capgemini Consulting

Building on its early success, Capgemini Consulting is planning to expand its use of the IBM solution to examine the progress of a broader range of consulting projects.

Natalia Szymanska concludes: “The initial results of using IBM SPSS are extremely promising. We are confident that the technology and support from the IBM team will play a key role in helping us to provide better services to our clients than in the past, and sharpen our competitive edge.”

About Capgemini Consulting

Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation. Employing more than 145,000 people in over 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. In 2014 the Group reported global revenues of EUR10.573 billion.

To learn more about Capgemini Consulting, please visit:

www.de.capgemini-consulting.com

About IBM Analytics

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