

Salesforce Marketing Cloud Personalization advisory, implementation and support services

G-Cloud 15





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1 Service Overview

Capgemini is a Salesforce Summit (Platinum) Partner and trusted G-Cloud supplier, helping UK public sector organisations accelerate digital transformation while meeting stringent security, compliance, and accessibility standards. Our Salesforce expertise spans Marketing Cloud Personalization, the wider Agentforce Marketing ecosystem, and the broader Salesforce ecosystem, enabling departments and agencies to deliver modern, citizen-centric services.

We understand the unique challenges faced by government bodies—fragmented legacy systems, rising citizen expectations, and the need for transparent, data-driven decision-making. Our solutions provide a unified platform that streamlines service delivery, drives transformative citizen experiences, improves operational efficiency, and enhances trust through secure, compliant processes aligned with GDPR and UK public sector data standards.

Our end-to-end services include:

- **Strategic & Business Analysis** to align technology with policy objectives.
- **Legacy-to-Cloud and Lightning Migrations** for modernisation and resilience.
- **Solution Design & Development** tailored to public sector workflows.
- **Testing & Quality Assurance** ensuring reliability and accessibility.
- **Service Management & Application Support** for long-term sustainability.

Beyond implementation, Capgemini ensures interoperability across Salesforce's cloud ecosystem, integrating with existing government systems to provide a 360° view of citizens and stakeholders. This enables better collaboration between service teams and policy makers, supporting outcomes such as improved citizen engagement, reduced operational costs, and transparent performance reporting.

2 Business Need

Modern public sector organisations must deliver relevant, timely, and citizen-centric experiences while operating under strict compliance and budget constraints. Legacy systems and static engagement models limit responsiveness, making real-time personalisation essential for transformation.

Salesforce Marketing Cloud Personalisation enables organisations to create dynamic, tailored experiences across web, mobile, and email channels. Powered by AI-driven insights, it analyses behavioural and contextual data to deliver personalised content and recommendations at scale. The platform supports advanced segmentation, journey orchestration, and real-time decisioning, ensuring every interaction is meaningful and aligned with citizen needs. Integrated analytics provide actionable insights into engagement performance, driving continuous optimisation and measurable outcomes. With enterprise-grade security and GDPR compliance, Marketing Cloud Personalisation helps public sector organisations enhance trust, improve engagement, and accelerate digital transformation through adaptive, data-driven experiences.

As digital transformation accelerates, organisations need a trusted partner with proven expertise to implement, customise, and maintain these solutions effectively, ensuring rapid time-to-value and long-term adaptability in an evolving market.

Key Drivers:

- **Disconnected Citizen Data** – Fragmented records limit innovation and citizen experience. Salesforce Data Cloud unifies data for a 360° view.
- **Complex Case Management** – Manual processes slow resolution. Service Cloud automates workflows, routing, and SLA tracking.



- **Limited Digital Engagement** – Citizens expect omnichannel access. Salesforce enables secure self-service portals and multi-channel communication.
- **Regulatory Compliance & Security** – GDPR and auditability demand robust controls. Salesforce Trust Layer and Hyperforce ensure compliance.
- **Budget & Time-to-Value** – Rapid ROI is essential. Capgemini accelerates delivery with pre-configured templates and Rightshore® models.
- **Legacy Integration** – API-first integration bridges old systems, enabling phased migrations without disruption.
- **Transparency & Real-Time Reporting** – CRM Analytics provides dashboards and predictive insights for better decisions.
- **AI-Driven Efficiency** – Agentforce introduces ethical AI agents to automate tasks and enhance proactive engagement.
- **Personalised Communications** – Marketing Cloud delivers timely, tailored outreach across preferred channels, improving engagement and trust.

3 Our Approach

Capgemini combines deep Salesforce expertise with proven methodologies to deliver secure, scalable, and citizen-centric solutions for UK Public Sector organisations. Our flexible approach is tailored to each engagement, drawing on best practices from government and diverse industries to bring an outside-in perspective that drives efficiency and innovation.

Aligned with GDS Standards

We start by aligning every solution to Government Digital Service (GDS) principles, embedding accessibility, security, and compliance at every stage. This ensures services are practical, future-ready, and fully aligned with organisational goals.

Security, Compliance, and Trust

Security and compliance are non-negotiable. Our services adhere to:

- Cyber Essentials Plus
- GDPR
- UK Government security frameworks

This guarantees robust data protection and builds citizen trust.

Optimised Delivery Model

Our Rightshore® approach blends UK-based teams with global delivery centres to optimise cost efficiency and accelerate timelines. This model ensures local governance and accountability while leveraging global scale for rapid innovation—critical for large, complex public sector programmes.

User-Centred Design

Capgemini's Rapid Design and Visualisation (RDV) practice places User-Centred Design (UCD) at the heart of solution development. Through interactive workshops, rapid prototyping, and visualisation techniques, we ensure user needs drive design decisions. This accelerates stakeholder engagement, reduces risk, and improves adoption—critical success factors for public sector programmes.



Delivery Blueprint Aligned to GDS Service Standard

Our delivery approach aligns seamlessly with GDS phases, ensuring compliance and best practice throughout:

1. Discovery (Blueprinting & Scoping)

- Assess opportunities and define value
 - Conduct Salesforce diagnostics and technical audits
 - Engage stakeholders through interviews and workshops
 - Analyse current systems, processes, and pain points
- Outcome:** Clear objectives and stakeholder alignment from day one.

2. Alpha (Definition)

- Establish governance and compliance mapping
 - Translate functional requirements into design features
 - Document constraints, dependencies, and performance needs
 - Prototype and plan MVP
- Outcome:** Early validation reduces delivery risk.

3. Beta (Prototyping & Release)

- Iterative, hypothesis-led development
 - Agile, GDS-compliant Salesforce builds
 - Integrated business and technology enhancements
 - Pilot testing and operational readiness
- Outcome:** Accelerated delivery with governance and quality assured.

4. Live (Deployment)

- Comprehensive user training and change management
 - Clear communication plans to drive adoption
 - Post-deployment support for continuity and optimisation
- Outcome:** Smooth transition and sustained success.

3.1 Why Capgemini

Delivering at Speed and Scale

Capgemini combines deep expertise in **Salesforce** with decades of delivery experience to help clients achieve rapid results at global scale. Our proven frameworks and accelerators, designed for **Agile delivery**, enable us to implement solutions quickly and effectively.

We adopt a flexible delivery model—landing key resources or full squads on-site when needed, while leveraging our Rightshore® capabilities across the UK, India, and other global locations. With over 20 years of experience in distributed delivery, we ensure speed without compromising quality.

With over 420,000 professionals worldwide and a strong presence across the UK public sector, we leverage our Rightshore® model to deploy distributed teams across the UK, India, and other global locations. This scale ensures we can mobilise resources rapidly, deliver complex programmes efficiently, and provide continuous support wherever our clients operate.



Innovation as Standard

Our approach goes beyond reliable delivery. We embed innovation into every engagement—whether defining new products, implementing advanced technologies, or accelerating time-to-value. By integrating AI-driven capabilities and automation, we help clients unlock new business models and maximise ROI from their Salesforce investments.

Trusted Partnership

We pride ourselves on working **shoulder-to-shoulder with clients**, fostering transparency and collaboration. This commitment has earned us long-term relationships, with an average client tenure of eight years. Our solutions evolve with client needs, ensuring adaptability and ongoing value.

Through insights gained from diverse industries, we provide guidance and best practice without compromising confidentiality—helping clients make informed decisions and drive continuous improvement

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Digital Marketplace.

If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

5 Service Management

Capgemini Service Management provides a set of specialised organisational capabilities for providing value to clients in the form of services. It includes a full lifecycle approach to service management from service take-on, through strategy to operation and continual improvement. It can be offered either as a standalone service or in conjunction with other sourcing arrangements. This service can be delivered as a defined project or on a day rate basis.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

Salesforce adopts a “security and compliance by design” approach tailored to UK government standards. Its solutions ensure data residency within the UK and compliance with frameworks such as GDPR, Cyber Essentials Plus, and the NCSC's 14 Cloud Security Principles. Data is encrypted in transit and at rest, supported by robust identity management and audit logging. Salesforce's Trust Layer provides continuous monitoring, zero data retention for AI services, and dynamic grounding to maintain privacy.

7 On-boarding and Off-boarding

Prior to the execution of the order, the supplier and the buyer can agree the scope of the exit plan for the services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the order form and an exit plan in line with the call-off contract terms which will be charged for in accordance with the pricing section for this service.



8 Skills and Knowledge Transfer

Empowering your teams to own and sustain capabilities is at the heart of Capgemini's delivery approach—our skills and knowledge transfer ensures public sector organisations are equipped for long-term success.

Capgemini recognises that effective skills and knowledge transfer is essential to the successful delivery of G-Cloud services for public sector clients. This is embedded within our delivery plan and agreed at the outset of each engagement.

Our consultants and engineers have extensive experience in transferring knowledge and building capability for major public and private sector organisations. Where appropriate, we adopt a structured, standardised approach tailored to the specific topic, skills gap, and individual needs to ensure consistency and measurable outcomes.

Capgemini's proven **Assess–Plan–Implement** framework underpins this process. It enables us to:

- **Assess** knowledge transfer objectives and identify gaps.
- **Plan** training methods, materials, and delivery schedules.
- **Implement** and evaluate success throughout the engagement.

This framework ensures that client teams are equipped to sustain and evolve capabilities long after the formal programme concludes.

For Salesforce Marketing Cloud Personalization projects, transferring capability into the client organisation is a standard expectation. Capgemini works collaboratively with clients from the outset to plan this transition, which may include supporting recruitment processes where skills gaps are identified to ensure a smooth handover.

9 Vendor Accreditations/Awards

Capgemini is recognised globally as a **Salesforce Platinum Global Strategic Partner**, consistently earning accolades for innovation and delivery excellence. We have won multiple **Salesforce Partner Innovation Awards**, including recognition for transformative digital solutions. Our global Salesforce practice boasts over 30,000 current certifications, supported by dedicated Centres of Excellence worldwide. This depth of expertise ensures we deliver complex, multi-cloud solutions at speed while maintaining compliance and best practice standards.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

Salesforce offers comprehensive BCDR solutions for their various cloud offerings. When Capgemini implements solutions for its clients, special consideration is paid to make this solution compliant with Salesforce requirements in this field.

Additionally, Capgemini has its own Business Continuity and Disaster Recovery plans in place for delivery of projects for clients. Capgemini Group policy requires Capgemini UK and every other Capgemini company to implement Business Continuity and Disaster Recovery procedures to:

- Limit any damage to clients, employees and any other third parties



- Support business continuity
- Strengthen the safety of people, confidentiality of data and protection of buildings, assets, IT systems and networks under the unit's care and custody.

If requested, Capgemini is always happy to provide more insights into this area.

12 Pricing

This service is priced in accordance with the SFIA Rate Card.

Capgemini prides itself in its ability to adapt to its client needs and requirements. Capgemini has different staffing methods which include staff augmentation models, pure on-shore teams as well as a hybrid model of on-shore, near-shore and far-shore resources at various rates for the project and based on client requirements.

Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

Capgemini would be pleased to arrange a call or meeting to discuss Client's requirements of Capgemini service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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