



Wind Tre is now able to engage more effectively with personalized communication to its customers, suggesting real-time, context-based offers

Wind Tre successfully conducts the transformation of its customer engagement program with the support of Capgemini

Milan, May 28, 2024 – **Capgemini** is supporting **Wind Tre**, operator that offers connections, energy, and insurance products*, in its transition towards a contextual marketing automation model to cover the group's different brands, market segments, as well as its entire service portfolio. Capgemini has supported the Italian telecommunications and services company in the design and implementation of a new "one-to-one customer engagement" approach. The new model is driven by real time marketing functionality covering all touchpoints and the integration of a customized set of prerequisite programs based on advanced technological suites.

The new approach enables Wind Tre to transform the customer engagement paradigm across the entire commercial cycle, including sales, marketing, and customer services. Thanks to a better understanding of its customers' needs, Wind Tre has significantly transformed the operating model of its commercial functions, improving both the relevance of its commercial proposition and customer satisfaction.

"Having a real-time contextual marketing tool is a crucial capability for the future because it allows us to give customers what they want, when they want it. This platform, developed in collaboration with Capgemini, is a fundamental component of Wind Tre's multi-service strategy and value proposition.

It leverages technology as a vehicle to get closer to people in a simple and attractive way, and to offer them personalized connectivity, energy, and insurance solutions" said Carlo Melis, Chief Technology Officer of Wind Tre.

"As a strategic partner of Wind Tre, we have worked hand-in-hand to increase the effectiveness of its multi-services commercial proposition, combining technological innovation with change methodologies and processes," commented Luca Quattropani, Head of Telecom Media and Technologies at Capgemini in Italy. "Capgemini is proud to have tailored a solution that is helping Wind Tre to become more agile and differentiate itself in the highly competitive Italian telecoms market."

To accompany Wind Tre in achieving the transformation of its marketing approach for an improved customer experience, Capgemini has tailored a solution combining Pega's Customer Decision Hub (CDH), Adobe Experience Cloud, and Google Cloud services now fully integrated with the customer data platform.

Additional Resource:

- Watch the story in full here: [link](#) to the case study and video



About Wind Tre

WINDTRE is the Italian operator that offers connections, energy, and insurance products*. A point of reference for families who ask for reliability, convenience and transparency in offers. Wind Tre positions itself as the number one mobile telco operator in Italy thanks to a cutting-edge infrastructure. Wind Tre consolidates the company's positioning of values, with welcoming and inclusive technology at its center. In fact, Wind Tre, which has always been 'much closer' to customers in everyday life, aims to facilitate connections between people and support them in facing today's challenges.

*Energy and insurance services are offered by third-party partners. Wind Tre S.p.A. is an insurance intermediary registered in section A-Agents of the RUI, subject to supervision by IVASS. For more information: www.windtre.it

About Capgemini

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