



ABDALLAH KOUKI

Principal Expert | AI CX Transformation | Agentforce & Augmented Contact Center | CRM Strategy

43 years old - Driving License

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CRM

Salesforce

ServiceNow

AI CX Transformation

Insurance Industry Expert

in

AI CX transformation leader with 20+ years driving CRM and contact center programs across major industries. Expert in deploying Salesforce Agentforce, Genesys AI and ServiceNow AI to build next-generation augmented contact centers — autonomous AI agents, intelligent routing, omnichannel orchestration, and GenAI-powered service automation. Track record across Energy, Insurance, Retail, Public Sector, and Transport at scale.

My strengths

- Dual expertise: technical (CRM) and Industry expert
- Over 20 years of CRM experience
- 5 languages: French, English, Arabic, Italian, Spanish

EXPERIENCES

CRM Offer Lead

Capgemini - Since April 2025

- Drive booking on an CRM offer (Empower Sales, Augmented Services) and strategic responses
- GTM Strategy :
Define GTM strategy for Capgemini's CRM offer (Empower Sales, Augmented Services) across France
- Market Analysis :
Conduct market analysis and competitive intelligence to identify opportunities and trends
Orchestrate partner ecosystem: Salesforce, ServiceNow AI, Microsoft Dynamics, Genesys, Amazon Connect
- Facilitates innovation through collaboration with niche partners (Genesys, Amazon connect...)
Agentforce Factory initiative: design, package and deploy Salesforce Agentforce
- Promote our CRM offer with a consistent message: clients, analysts, medias, advisors, partners.
- Drive Augmented Contact Center offer: AI-powered routing, self-service, agent assist, and post-call automation
- [>] CRM booking growth -- 55% weighting in France commercial plan - Agent Assist & Transcription
[>] Launched Agentforce for Contact Center offer on the French market - Post-call Automation & Analytics
[>] Pipeline generation on Augmented Contact Center deals with Tier-1 accounts - Prompt Engineering (applied CX)
- Key Accounts : Airbus, Airfrance, EDF, Engie, Edenred, Pluxee, Manutan, SNCF, Sanofi...

CX & CRM Business Architect- Expert Salesforce



Capgemini - Since October 2015

- Led CRM and Salesforce transformation programs for multiple international clients across Insurance, Energy, Manufacturing, Telecom and Automotive sectors, including AXA, Allianz, Stellantis (PSA), EDF, Vallourec, Inwi, SNCF, La Poste and Auchan, Volkswagen...
- As CRM Practice Manager and Salesforce Leader, managed multidisciplinary teams, presales activities and end-to-end delivery of complex digital transformation initiatives leveraging Salesforce ecosystem solutions.

SKILLS

Formations & Certifications

- Salesforce (ADM201, DEV401,Service Cloud,Sales cloud;App Builder;CPQ, Experience cloud, AI Associate) ★★★★★
- Microsoft Dynamics CRM ★★★★★
- Pardot ★★★★★
- Salesforce marketing cloud ★★★★★
- Coheris CRM ★★★★★
- Adobe Campaign ★★★★★
- AGILE (SAFE) ★★★★★
- Salesforce Einstein Analytics Accredited - wave ★★★★★
- Salesforce Community ★★★★★
- Salesforce CPQ ★★★★★
- SAFe SPC ★★★★★
- Salesforce Datacloud ★★★★★
- Servicenow CRM ★★★★★
- Servicenow CPQ (LogikAI) ★★★★★
- Genesys ★★★★★
- Diabolocom ★★★★★

Business & Industries

- Certified Business Analyst Level 3 ★★★★★
- Customer Relationship Management ★★★★★
- Mutuelle / Insurance ★★★★★
- Bid Management (CRM, Dynamics, Coheris...) ★★★★★
- AI for Customer Experience ★★★★★

Technical

- Salesforce ★★★★★
- ServiceNow ★★★★★
- Genesys ★★★★★
- Microsoft Dynamics CRM ★★★★★
- Diabolocom ★★★★★
- Coheris CRM (Chapvision) ★★★★★
- Adobe Campaign (Ex Neolane) ★★★★★
- Oracle SOA ★★★★★
- Oracle BPEL ★★★★★

- Key Responsibilities
Led Digital Transformation Projects from requirements definition through deployment and hypercare.
- Managed End-to-End Solution Delivery including planning, governance, implementation, testing and release coordination
- Coordinated Cross-functional Collaboration between business teams, IT departments and external partners.
- Managed Stakeholder Management, steering committees and executive governance bodies.
- Led User Acceptance Testing (UAT) activities and production readiness assessments.
- Drove Change Management, user adoption and training initiatives.
- Produced and maintained functional and technical Technical Documentation. Supervised Release Management across multiple Salesforce environments.
- Technologies

Salesforce Sales Cloud
Salesforce Service Cloud
Salesforce Experience Cloud
Salesforce Marketing Cloud
Financial Services Cloud
Salesforce Digital Insurance Platform (former Vlocity)
Communications Cloud (former Vlocity)
Guidewire ClaimCenter -Integration
Salesforce flow
Data Migration & Data Integration
REST APIs & SOAP APIs
System Integration

Salesforce COE, Head of Energy & Utilities / SPS

Capgemini - April 2023 to April 2025

- Oversees the opportunities and the booking of all presales & solutioning activities in link with Salesforce for the E&U industry.
- Contribute to most strategic deals on Salesforce E&U (EDF, Engie, Suez...)
- Single Point of Contact of Salesforce for any E&U topic on the France market
- Booking growth (weight: 60%) and pipe generation leading strategic opportunities
- Ensure Certification & Capabilities alignment between market needs and resources
- High level of expertise on E&U industry, on CX transformation projects

Salesforce COE, Head of Public Sector & Service

Capgemini - April 2021 to March 2023

- Passionate about innovation and customer/Citizen experience. I lead the new Salesforce vertical "public sector" for Capgemini clients.
- Building an efficient business model by a coordinated effort for Public sector transformation(Sales, Partner, Client, Delivery)
- People development, Talent management, Customer high value-added
- Work in close collaboration with valuable companies (SNCF, AFKLM, PSA Bank, Randstad,CNR, Covea, Axa)

♠ Head of CRM Ouest ♠ Salesforce / Ms dynamics / CPQ

Capgemini - January 2019 to March 2021



- Leading the CRM - Salesforce - MS Dynamics - CPQ and consultancy practice at NANTES. about 70 people and a lot of challenges !!
- Thinks outside the box, and support many customers in their user centric transformation as Business Architect (AUCHAN,SNCF,COVEA,PSA,TRIPADVISOR...)

Salesforce Factory Manager & Design Authority

Membe

Covea(GMF, MAAF, MMA) - August 2018 to January 2021



- Led the Salesforce Factory supporting Covéa's customer service and business transformation initiatives across multiple insurance entities. Responsible for delivery governance, solution architecture oversight, people leadership, and continuous capability development within a large-scale Salesforce organization.
- Key Responsibilities
- Managed a Salesforce Factory of 20–35 consultants, including Solution Architects, Business Analysts, Scrum Masters, Developers, Technical Leads and QA specialists.

- E-deal ★★☆☆☆☆
- Akio ★★☆☆☆☆
- Workey Clog (BPM) ★★☆☆☆☆
- L'univers JAVA / J2EE ★★☆☆☆☆
- Microsoft .net ★★☆☆☆☆

Languages

- French ★★★★★★
- English ★★★★★★
- Arabic ★★★★★★
- Italian(notions) ★★☆☆☆☆
- Spanish (notions) ★★☆☆☆☆

INTERESTS

Music

- Studio Prod
- DJ;
- <https://soundcloud.com/abdgod>
- <https://www.mixcloud.com/abdgod/>

Sport

Football

- Acted as a Design Authority (DA) Member, reviewing and validating architecture decisions, solution designs, integration patterns, security requirements and Salesforce roadmap alignment.
- Led delivery governance across multiple Agile Release Trains, ensuring consistency, quality standards and adherence to Covéa enterprise architecture principles.
- Defined staffing strategy, resource allocation, onboarding plans and capability development to maintain delivery excellence across the Salesforce ecosystem.
- Worked closely with Business Owners, Product Managers, Enterprise Architects and Insurance Domain Experts to align business objectives with Salesforce platform capabilities.
- Ensured implementation of the "Adopt before Adapt" approach, limiting custom development and maximizing the use of Salesforce standard capabilities and industry accelerators.
- Contributed to strategic steering committees and executive governance bodies, providing visibility on delivery progress, risks, dependencies and transformation roadmap.
- Expertises

Salesforce Service Cloud
 Salesforce Sales Cloud
 Salesforce Experience Cloud
 Policy Administration Processes
 Claims Management
 SAFe SPC Certified (Scaled Agile Program Consultant).

Manager CRM - Expert Salesforce

Auchan - January 2018 to August 2018



- Supporting Auchan in its digital transformation journey, shifting from a product-centric to a customer-centric approach:

Simplifying the customer experience across all touchpoints
 Personalizing offers and interactions to better meet customer needs and expectations
 Digitizing and harmonizing communications to ensure a seamless and consistent customer journey

- Project setup and governance implementation (resources, organization, governance bodies, and operating model)
 Distributed delivery model leveraging a team of 15–20 FTEs across France and Portugal
- Overseeing User Story definition and solution design, ensuring alignment with business requirements while minimizing custom developments through an "Adopt rather than Adapt" approach.
- Implementation of the Salesforce suite, including:
 - Service cloud
 - Marketing Cloud
 - Community
 - Intégration avec l'écosystème

Expert Salesforce - Emraude

SNCF - October 2016 to October 2023



- As a member of the Design Authority, drove key functional and technical decision-making, ensuring alignment with enterprise architecture principles and business objectives.
- Led the NACRE project team, responsible for the centralized management of customer requests (NACRE V2 program)..
- Prepared and facilitated Executive Committee workshops, supporting strategic decision-making and stakeholder alignment.
- Coordinated the definition and production of functional specifications, ensuring consistency between business requirements and solution design

Expert CRM - Salesforce

La poste - January 2013 to October 2015 - Nantes - France



- Salesforce Service Center Setup and Transformation Program
- Established and launched a Salesforce Service Center, supporting multiple business entities, including Viapost, DAPO, DSEM, and the Digital Business Unit.
- Led discovery and assessment initiatives, providing Salesforce expertise and defining target operating models, business requirements, and transformation roadmaps.
 decisions.

- Oversaw the successful delivery of Salesforce services and projects, ensuring alignment with business objectives, quality standards, and timeline commitments.
- Coordinated and mentored cross-functional teams, including business contributors, functional consultants, and developers, fostering collaboration and delivery excellence.
- Designed and delivered solution prototypes for over 650 users, validating business requirements and accelerating stakeholder engagement.
- Facilitated executive demonstrations, design reviews, and business workshops, presenting solution capabilities, gathering feedback, and driving alignment on key

Manager CRM - Expert Salesforce (Loyalty)

TGVmax

SNCF - TGVmax - June 2017 to November 2017

- TGVmax Loyalty Program – MVP Implementation and Marketing Gamification Initiative
- Led the design and implementation of a Marketing Gamification and Loyalty MVP for the TGVmax offering, aimed at increasing customer engagement, loyalty, and program participation through personalized digital experiences.
- Key Responsibilities

Established the project governance and delivery framework, including resource planning, organizational setup, governance bodies, and stakeholder engagement model.

Led the discovery phase and functional design activities, driving the definition and documentation of loyalty-related use cases and business requirements.

Managed project delivery and vendor interactions, ensuring alignment between business objectives, solution capabilities, and implementation roadmap.

Oversaw the build, testing, and deployment phases, ensuring quality, user adoption, and successful rollout of the loyalty platform.

Acted as the primary point of contact with Fielo (Brazil), managing the strategic relationship with the software vendor and coordinating cross-functional teams throughout the project lifecycle.

- Solution Delivered

Salesforce & Fielo Loyalty Management Platform (AppExchange solution) to manage customer engagement, rewards, and gamification programs.

Salesforce Community / Experience Cloud Portal providing customers with a self-service experience to access loyalty benefits and program information.

Salesforce Marketing Cloud enabling targeted communications, personalized engagement campaigns, and customer journey orchestration.

Expert CRM - Chef de projet

**Business
& Decision**

Business Decision (Employeur) - October 2007 to October 2015 -

Full-time - Nantes - France

- CRM & Digital Transformation Leadership
Led and contributed to multiple phases of large-scale CRM and digital transformation programs, from strategy and discovery through design, implementation, deployment, and support.
- Successfully delivered projects under various engagement models, including Time & Materials, Fixed-Price, Managed Services, Service Centers, and client-site delivery. Provided technical leadership and team management across delivery programs, ensuring quality, consistency, and adherence to project objectives.
- Acted as a trusted advisor to clients, supporting them in defining their business needs, shaping target solutions, and translating requirements into actionable roadmaps.
- Ensured the consistency and sustainability of solution architectures, aligning technical decisions with enterprise architecture standards and business goals.
- Supported delivery teams by providing expertise on complex functional and technical challenges, facilitating issue resolution and decision-making.
- Contributed to knowledge management and capability development initiatives, promoting best practices, reusable assets, and continuous improvement across teams.
- Played a key role in pre-sales and business development activities, providing functional and technical expertise for solution design, proposal development, client workshops, and executive presentations.
- Built and maintained strategic relationships with major CRM technology partners, including software vendors and ecosystem stakeholders, to drive innovation and successful project outcomes.
- Led delivery teams in system integration and application development projects (MOE), ensuring efficient coordination between business and technical stakeholders

CRM Lead

Groupe Beaumanoir - October 2014 to 2015 - Saint malo - France



- Ensured the operational stability, performance optimization, and continuous improvement of the Adobe Campaign (formerly Neolane) platform, supporting large-scale marketing operations and customer engagement initiatives. Served as the Adobe Campaign Subject Matter Expert, providing functional and technical guidance, best practices, and strategic recommendations to business and IT stakeholders. Led Data Quality Management initiatives, ensuring data accuracy, consistency, compliance, and reliability across marketing campaigns and customer databases. Managed email deliverability strategy and execution, improving campaign effectiveness, inbox placement rates, and overall customer communication performance. Directed and coordinated project delivery activities, overseeing planning, stakeholder management, implementation, testing, and deployment while ensuring alignment with business objectives and service quality standards.
- Served as the Adobe Campaign Subject Matter Expert, providing functional and technical guidance, best practices, and strategic recommendations to business and IT stakeholders.
- Led Data Quality Management initiatives, ensuring data accuracy, consistency, compliance, and reliability across marketing campaigns and customer databases.
- Managed email deliverability strategy and execution, improving campaign effectiveness, inbox placement rates, and overall customer communication performance. Directed and coordinated project delivery activities, overseeing planning, stakeholder management, implementation, testing, and deployment while ensuring alignment with business objectives and service quality standards.

Chef de projet, Processus Affaires nouvelles multirisque et Avenant (BPM)



MMA - Since September 2014 - Le mans - France

- Led the design and implementation of multi-risk New Business and Policy Amendment (Endorsement) processes, ensuring alignment with business requirements and regulatory constraints. Managed process modeling and optimization initiatives, driving the transformation and automation of key insurance operations. Facilitated workshops with business and technical stakeholders to define target processes, identify improvement opportunities, and support organizational change. Coordinated business and IT teams throughout the implementation lifecycle, ensuring successful delivery and stakeholder alignment. Supported the integration of process orchestration and workflow automation solutions, enabling greater operational efficiency and process visibility.
- Technologies & Tools

MEGA Process for enterprise process modeling and governance
Oracle BPEL for business process orchestration and workflow automation
Oracle SOA Suite for system integration and service-oriented architecture implementation

Chef de projet, Processus pilote Réclamation Niveau 2 (BPM) Claim Management



MMA - June 2013 to July 2014 - Le Mans - France

- Led transformation and automation initiatives for insurance policy administration and claims management processes.
- Analysis and redesign of insurance business processes.
Policy Administration transformation.
Claims Management process optimization.
Underwriting workflow integration.
Billing Systems process alignment.
Business Process Mapping and process automation.
System Integration using Oracle SOA and BPEL.
Change Management and stakeholder alignment.
End-to-End Solution Delivery.

Expert CRM - Adobe Campaign (Ex Neolane) Groupe Yves Rocher - August 2014 to November 2014 - Nantes - France



Expertise technico-Fonctionnelle sur la solution Adobe Campaign

Technical Lead, centre de services Caisse des Dépôts (Coheris CRM)



Caisse des dépôts - September 2011 to August 2014 - Nantes -
Bordeaux - France

Led the implementation of the Coheris CRM solution within the organization's Information System to support and optimize Customer Relationship Management processes, including the management, tracking, and servicing of pensioner requests and cases.

Expert Consultant CRM/IT

JES - January 2011 to September 2011 - Nantes - France



Implemented a Customer Relationship Management (CRM) solution based on Salesforce CRM, designed to support and streamline the entire After-Sales Service (Customer Care) process, from customer request intake to case resolution and follow-up.

Consultant IT, CRM

Inter Mutuelles Téléassistance - April 2010 to December 2010 -
Nantes



Implemented a Customer Relationship Management (CRM) solution based on Salesforce CRM, designed to support and streamline the entire After-Sales Service (Customer Care) process, from customer request intake to case resolution and follow-up.

Consultant IT, CRM

SNCF - DSIV - October 2009 to April 2010 - Nantes



- Multi-Channel Customer Service Transformation (AKIO & Siebel CRM)
- Led the implementation and support of a multi-channel customer engagement platform for SNCF's Frequent Traveler Program, enabling customers to interact seamlessly across multiple communication channels while ensuring efficient complaint and case management.
- Tools : AKIO, VMWare, Linux, Squirrel SQL Client, Oracle 10g, Gestion de version Clear Case, Eclipse, JEE 5.

Consultant IT(J2EE, Alfresco)

SEM REGION PAYS DE LA LOIRE - April 2009 to October 2009 -
Nantes - France



- Delivered a federated digital platform providing tourism services and data to tourism professionals across the Pays de la Loire region, while offering public-facing websites designed to promote regional tourism and enhance visitor engagement.
Project Overview
- Designed and implemented a centralized tourism platform aggregating services, content, and data for tourism stakeholders across the region.
Delivered a management extranet enabling tourism professionals to administer content, services, and information in a collaborative and structured manner.
Developed public-facing web portals providing travelers and visitors with access to tourism information, destinations, activities, and regional offerings.
Contributed to the successful launch of the platform, scheduled for September 2010, ensuring readiness across technical, functional, and operational dimensions.
- Tools : Alfresco, VMWare, Win2003, MySQL, Modeleur BxDS BlueXML, Gestion de version SVN, Hibernate, JEE 5.

Consultant IT, CRM

INTER MUTUELLES ASSISTANCE - March 2008 to April 2009 -
Niort - France



- CRM Application Maintenance & Continuous Improvement (Coheris CRM)
Responsible for the continuous enhancement and evolution of the Coheris CRM platform, working closely with Business Owners and Business Analysts to identify, prioritize, and implement new business requirements and process improvement
- Tools : COHERIS, Java/J2ee, DB2 AS/400, DB2 Windows, Websphere.

Consultant IT (Sodifrance/B&D)

AFSSA - January 2006 to March 2008 - Nantes - France



- Led the implementation of Customer Relationship Management (CRM) solutions across multiple organizations, leveraging leading CRM platforms including Salesforce, Siebel, Coheris, and SAP CRM to drive customer-centric transformation initiatives.
- Environnement technique : Salesforce, Microsoft Dynamics, Coheris, Siebel, JAVA/J2EE

EDUCATION

Understanding the Insurance Industry

UNIVERSITÉ DE POITIERS

January 2012 to January 2013

Insurance Industry Executive Education (IRIAF – University of Poitiers).

Executive Certificate – Understanding the Insurance Industry: Business Models, Products & Operations

Developed a comprehensive understanding of the insurance sector, including its operating models, organizational structures, decision-making processes, distribution networks, and product ecosystems.

The program provided in-depth exposure to the strategic challenges facing insurers and mutual insurance companies, with a particular focus on customer lifecycle management, policy administration, claims management, underwriting, and insurance operating models.

Key competencies acquired:

Insurance Industry & Market Dynamics

Digital Insurance Platforms & Insurance Technology Solutions

Core Insurance Systems

Policy Administration & Billing Processes

Claims Management & Underwriting Operations

Insurance Product & Distribution Models

Customer Lifecycle Management

Business Process Analysis & Process Improvement

Organizational Design & Decision-Making Frameworks

Insurance Digital Transformation

University of Poitiers – IRIAF (Institute of Risk and Insurance Management)

IRIAF – University of Poitiers

Master II MIAGE

UNIVERSITÉ DE NANTES

September 2006 to June 2007

Master's degree specializing in Information Systems Engineering, Business Process Optimization, Digital Transformation, Enterprise Architecture, Decision Support Systems, and Business-IT Alignment. Developed expertise in solution design, systems integration, stakeholder management, and technology-driven organizational transformation.

<http://miage.univ-nantes.fr>

Master I MIAGE

INSTITUT SUPERIEUR DE GESTION DE TUNIS - TUNIS INTERNATIONAL

SCHOOL OF BUSINESS ISG

September 2002 to June 2006