



Accelerate the Value of your Customer Service Platform

Cut Customer Service Costs by
upto 25% and Increase Customer Spend,
Profit and Loyalty

HCL

Accelerate the Value of your Customer Service Platform

How HCL Can Help

Industry leaders are applying new practices and disruptive technologies to achieve better results from customer service functions. However, while trying to determine how to apply innovative technologies like mobility, predictive analytics, and cloud computing, most customer service and operations managers struggle with evaluating the opportunity across the enterprise.

Rapid Best Practices Assessment

To address these challenges, HCL Technologies (HCL) has developed a rapid best practices assessment to evaluate how existing customer service functions measure up against leading best practices and technology innovation.

Put our Service Know-how (and yours) to the Test

For decades HCL has assisted clients in Utilities, High Tech Manufacturing, and Medical Devices Manufacturing in realizing significant revenue and profit impact from customer service transformation. Leveraging both HCL's proven track record in the industry and expertise, we have gained even more by running our own service-oriented manufacturing unit employing more than 2000 field service and support personnel. Drawing on these internal and external findings, we have compiled an inventory of leading practices across the full life cycle of Customer Service including: Contract Management, Customer Support, Field Service, Asset Management, and Billing. In addition, we have also developed a rapid diagnostic approach and accompanying set of templates allowing us to quickly score customer-facing functions against best practices.

Why Now...

Recent trends impacting customer service include:

Expanding Service Scope

Industry business models are expanding the nature and frequency of customer interaction thereby increasing opportunities for customer service improvement.

New Practices

Enterprises are finding new ways to improve the customer experience by applying practices such as Information-as-a-Service (IaaS), Predictive Service, Remote Device Management, and Managed Services Contracts.

Anywhere/Anytime Expectations

Customers are demanding agile response times, mobile access, strong web presence, and self service capabilities. In addition, some support and interaction are moving to social media forcing companies to re-evaluate these channels of support.

Financial Shift

CXO's are looking to shift the metrics of customer service outcomes from SLA and cost control metrics to defined business outcomes derived from retention, upselling and cross-selling.

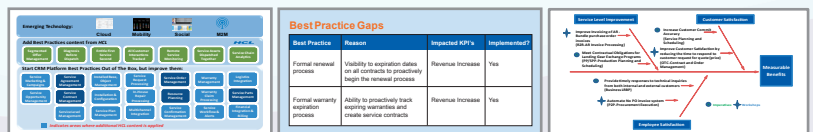
Emerging Technology

The CRM solution definition is expanding to encompass the entire Customer Experience by leveraging new technologies in Mobility, Cloud and Social.

Rapid Assessment Scope

Business Processes

HCL's best practices assessment is designed to evaluate some or all of the following functions:



Technology

As part of the HCL best practices assessment, we evaluate adoption of the following technology:

- CRM Enterprise Software
- Mobile Technology
- Cloud Solutions
- Machine-to-Machine (M2M) Integration (remote device support)
- Scheduling Optimization
- Knowledge Management
- Communications Management
- Social Media

Service Transformation... Delivered

Client	Objective	HCL Engagement	Outcomes
 <p>Global High Tech Equipment Manufacturer</p>	<p>Transition customer service and the entire customer experience to a competitive advantage.</p>	<ul style="list-style-type: none"> Performed a customer services best practices and technology adoption assessment, leading to a new service management vision. Identified opportunities will increase customer retention and improve the customer experience while reducing costs. Early benefit estimates range from \$20M-\$40M in annual cost reductions and revenue uplift. Enabling technologies: CRM, Mobility, Knowledge Management, Self-Service, and Service Scheduling Optimization. 	<ul style="list-style-type: none"> The vision developed by the assessment has been converted by this client into a new target operating model and technology solution architecture, and is currently being implemented with HCL's assistance and championed by the company CEO. The key value drivers are an optimized customer interaction (by 15%) and an increase in contract uplift/renewal rates (by 10%).
 <p>Global Medical Technology Manufacturer</p>	<p>Transform service effectiveness and efficiency by integrating all customer service functions and applying new technology to services processes.</p>	<ul style="list-style-type: none"> Developed a Business Process and Solution strategy based on a comprehensive assessment of current state and technology capabilities, followed by implementation of technology-enabled transformation across all customer-facing functions. Enabling technologies: CRM, Mobility, Remote Device Monitoring, Customer Portals, and Advanced Analytics. 	<ul style="list-style-type: none"> 30% reductions in the cost of back office functions supporting service centers, sales contracting, billing, and customer installations. Major reductions in customer service cycle times, in addition to new business capabilities in customer self-service, remote product monitoring, and mobile service. Established connectivity between sales, contract management, service centers and installed base - leading to an increase in up-sell opportunities.
 <p>Large Municipality in Europe</p>	<p>Improve customer experience across all city services (Tax, Motor Vehicles, Utilities, etc.), while reducing the cost and physical footprint of the city customer service functions.</p>	<ul style="list-style-type: none"> Co-developed a customer service operating strategy encompassing all channels and lines of city services. Transformed the municipality into an efficient service organization focused on the citizens and employees through a shared-services center with measurable outcomes. In addition, a system consolidation effort and customer data management approach focused on delivering these new processes at a lower cost of ownership to the City. Enabling technologies: ecommerce, MDM, CRM, and telephony integration. 	<ul style="list-style-type: none"> The program provided Financial, Strategic and Operational benefits. Enabled the municipality to measure performance more accurately. Generated 20% productivity gain in the call center. Achieved savings of 156 million to date. Has won multiple European public service awards.
 <p>Global High Tech Equipment Manufacturer</p>	<p>Transform service operations and business processes for customer-facing functions impacting 11,000 associates across 40 countries.</p>	<ul style="list-style-type: none"> Co-developed a standardized process and technology solution including CRM and mobility. Developed global roll out strategy and helped define new standardized processes. Provided organizational change and training support to accelerate business adoption. Enabling technologies: CRM, Mobility and Training. 	<ul style="list-style-type: none"> Implemented new process and technology to 14 pilot countries, positively impacting more than 2,500 users. Pilot sites reporting 10% customer SLA improvement across service lines. Future benefits include major improvements in costs and customer retention.

About HCL

HCL is a leading technology organization with revenues of \$6.3bn and 90,000 employees operating from 31 countries around the world.

HCL's Enterprise Application Services (EAS) division helps clients transform, sustain and evolve their businesses through the effective deployment of enterprise technology. Focused on creating best run businesses, EAS primarily utilizes SAP, Oracle and Microsoft technology in achieving these goals.

HCL's EAS practice is a leader in disruptive enterprise technologies including cloud, mobility, social media, big data & analytics and engineered systems.

True Global Delivery

HCL operates as a single global organization allowing us to deploy consulting teams which leverage proven industry and solution best practices from our offices and delivery centers around the world.

\$6.3
BILLION



31
COUNTRIES



90000
PEOPLE



HCL – a company that empowers its employees to exceed customer expectations

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