

Driving customer satisfaction for Fortune-500 industrial **tool manufacturer**

Enabling a customer-centric, technology-driven enterprise



Client overview

One of the world's largest tools and storage company, our client is among the Fortune 500s. Equipped with the capability of innovation and world class quality, it has extended its portfolio across the verticals of construction DIYs, industrial, security and solution.



Challenges and goals

Pushed by the surge in DIY projects since the inception of COVID-19 restrictions, an increased demand for the industrial tool category was witnessed. The client wanted to have a D2C model in place which could be scalable and repeatable to support global expansion. Additionally, increased user adoption through technical upgrade was the need of the hour. Some of the key challenges as faced by the client were:



Bring in place the DIY Store & Staff on e-commerce



Engage customers with best-in-class customer experience



Enhance mobile first user experience with intuitive, clean common interfaces



Resolve the lack of user adoption on highly customized/complex old SFDC organization



Automation improvement in process with a delivery model



Improve IT enablement and get access to leading edge IT capabilities



HCLTech's solution

HCLTech, along with the client, incorporated Salesforce capabilities in their transformation journey by utilizing Salesforce Commerce Cloud to have B2C Commerce in place. The drastic improvement in user adoption was brought about through migration from Salesforce Classic UI to Lightning with consistent application support and enhancement. Here are the key highlights of the transformation journey:

Enabling B2C Commerce through Salesforce Commerce Cloud

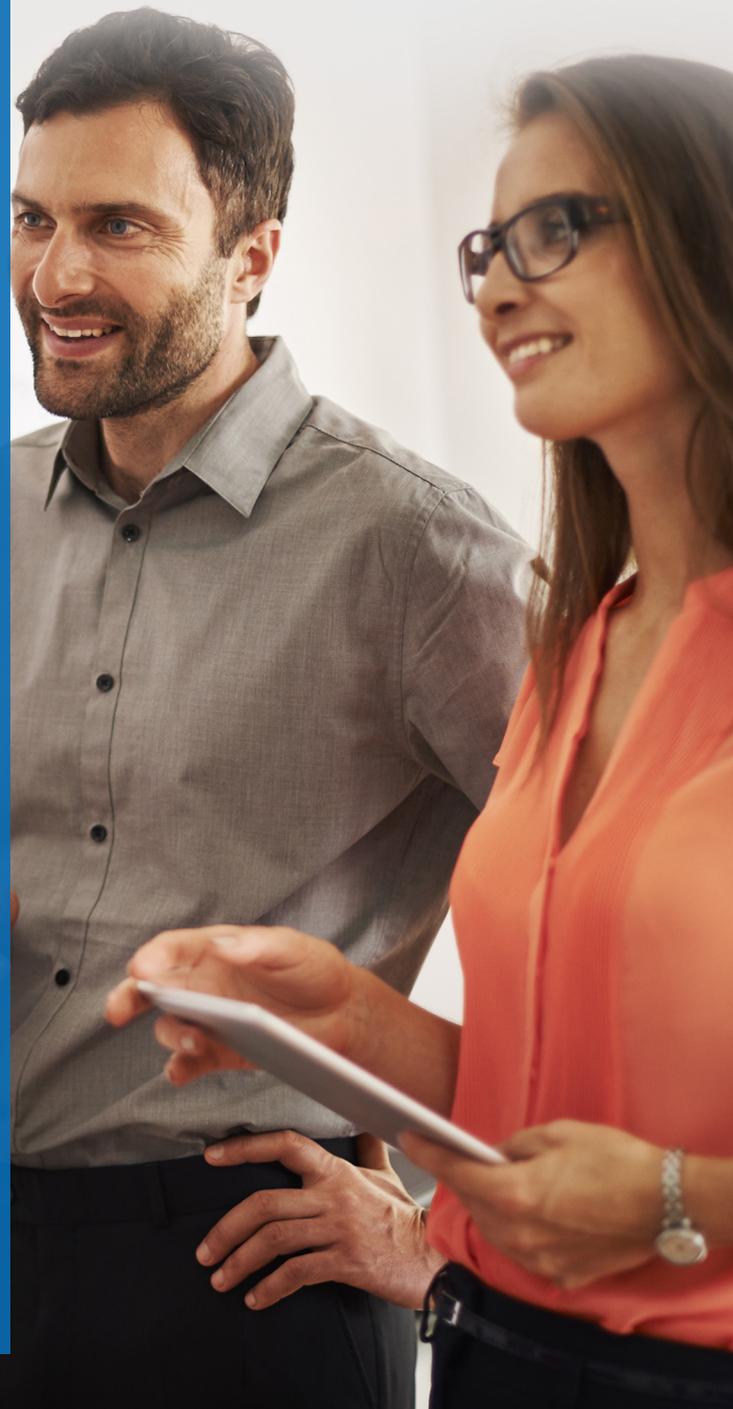
- Created a new store in a record time of 5 months with an anticipation of over 2M customers
- Re-designed customer service experience with Salesforce Order Management to efficiently handle Order Assist, Payment Capture, Returns, Refunds and Exchanges
- Integrated with Azure iPAAS middleware, SAP, Google Analytics, CyberSource, Reevo, Paypal, Riversand, Akamai Identity Cloud, Bynder and Refinitiv
- Provided customer opt-in, product registration and collected marketable end user data

Lightning Migration

- Enhanced the architecture, design & development on force.com. The Sales cloud eased the application use and improved the niche auto lead management or the Jobsite creation process, the core aspect of the application
- Migrated from Salesforce Classic to Salesforce Lightning. The decision streamlined the process with MVP addressing 100 EPICS and user stories, with a core team of 11 over 3 months
- Enabled a 360-degree view of customer data across Jobsite, Account, Opportunities etc
- Created intuitive UI and reduced steps with regards to processes

Application Support

- Provided support for 13 Salesforce Orgs with Sales, Service, Communities, B2C Commerce Cloud Chatbots, CPQ, Field Service Lightning and Pardot
- Integrated with BizTalk, Five9, ServiceNow, DocuSign, Nintex DocGen, SAP, QlickView,



Outcome and impact

The client witnessed a multifold increase in customer engagement touchpoints with enhanced customer experience. Some of the benefits delivered through the partnership were:



Enabled a digital and connected commerce experience



Simplified communications to push new innovative products to the consumers



Increase in Annual Transaction Value (ATV) and profitability



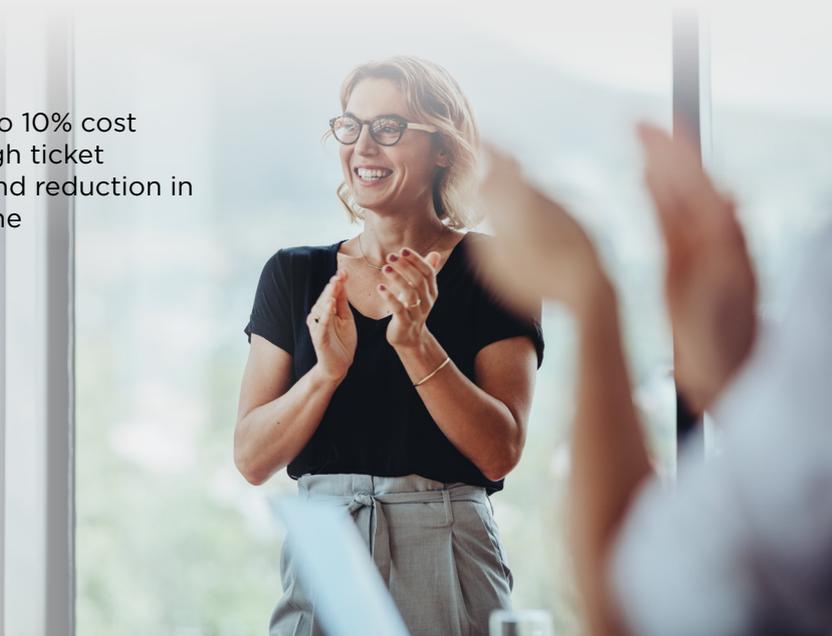
Integration of data across systems to get a holistic customer view



Realized up to 10% cost saving through ticket elimination and reduction in resolution time



Migration to Lightning resulted in increased productivity, with rich UI enhanced for a better customer experience



For any queries, please reach out to us at digitaltransformation@hcl.com

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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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