

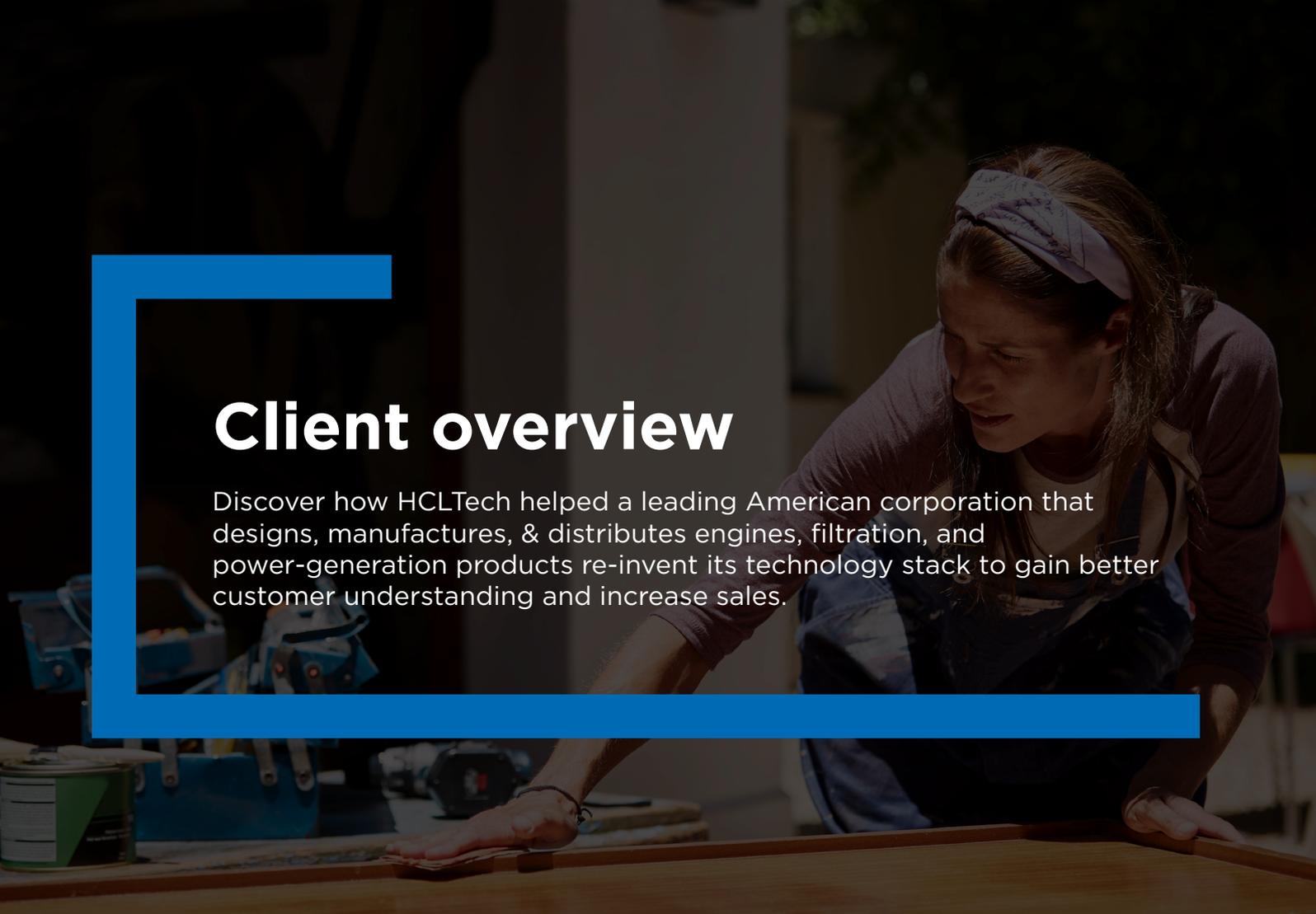
Enabling future-ready manufacturing through technology stack

Re-invention using Salesforce cloud platform for an American manufacturer



Client overview

Discover how HCLTech helped a leading American corporation that designs, manufactures, & distributes engines, filtration, and power-generation products re-invent its technology stack to gain better customer understanding and increase sales.



Challenges and goals



Lack of a single application source for dealers and distributors leading to inconsistent way to do 'Diagnosis and Repair' of engines



Maximize sales opportunities via structured sales process



Provide lack of solution accessible via mobile devices



Get 360-degree view of the customer



Inaccurate reporting of events due to different data versions



Lack of automated system operations, real-time visibility and requisite integrations with internal systems and applications



Lack of centralized systems leading to delay in real-time access for warranty and claims



Lack of Auto Renewals, Proration, Co-termining, Single Invoice and Self Registrations



Inaccurate Invoicing due to lack of integration with back office systems

HCLTech's solution

- HCLTech engaged in the customer journey to cloud transformation and is the sole partner that is helping build the CRM Solution on Salesforce.
- Helped evaluate Salesforce as the cloud platform by delivering several POT on Salesforce products
- Provided consultation on various architectural considerations like Salesforce organisation strategy, Salesforce governance



Transformation using Salesforce: better outcome, more revenue

- Configure and customize Salesforce Sales cloud functionality which includes Account & Contact Management, Opportunity Management, Products and Quote Management
- Integration with Customer Data Hub and Quote application to fetch quote details

Enabling B2B eCommerce through Salesforce Commerce Cloud

- Configure and customize the storefront built on Salesforce communities and integrating with several backend systems enabling the B2B and B2C purchase for distributors, dealers, fleets for the subscription-based online products
- Integration with Tax Compliance Application like Vertex and CyberSource payment gateway (Bank of America)
- Configure or customize the CloudCraze components to align with business needs including Catalogue, Promotions, Products, Subscriptions, Order, Invoicing, Quote etc.

Service Management Transformation

- Architect, design development of state-of-the-art service app on Salesforce helping service providers connect to engines, troubleshoot thereby reducing service time
- Community cloud implementation of Salesforce customer community for access of dealers and distributors
- Integrations recommend, design and build new/change existing interface with telematics, engines (via usb mobile), knowledgebase, warranty, compliance other legacy systems
- Global Support Provide 16 X 5 support to all distributors and dealers that use the Service Application

Outcome and impact



A scalable architecture to transform the customer experience and increase sales



Established and operationalized 'Salesforce CoE' to boost working excellence



Responsive support resulted in 15% reduction in service time



Developed an intuitive mobile UX that drives better customer engagement



CSAT improvement from 40% to 80% through service transformation within a year



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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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