HCL

Disrupting customer service for global lighting manufacturers

Transforming the future of German multi-national using Salesforce

Client overview

The client is a multinational lighting manufacturer headquartered in Germany and operating in over 100+ countries. HCLTech helped the client drive digital transformation initiatives with Salesforce.

Challenges and goals

360° (-) Lack of 360-degree view of customer information for customer service team

KPI (-) Absence of a well-defined system to track KPIs

Introducing new modules in Sales cloud and implementing country specific cloud craze requirement to complete the Europe roll out

Aiming to extend the Europe roll out of Salesforce Sales Cloud and B2B commerce to APAC region to make it a global Salesforce instance

Enhancing customer experience by adding features whilst reducing page load time on B2B commerce

HCLTech's solution

B2B Commerce Cloud

- Architect and design change recommendation and implementation to improve performance on Salesforce B2B commerce cloud (formerly CloudCraze)

- Setup CDN to improve user experience for B2B ecommerce

Sales and Service Cloud

- Set up modules such as lead, quote etc. to improve adoption of Sales cloud

- Engaged with customers to define and implement Service Cloud

- Setup Service Cloud for EMEA region with email2case, web2case, CTI, omni-channel, outlook integration

Marketing Cloud

- Marketing cloud consolation to have single instance globally covering all business units

- Integration of Marketing cloud with Salesforce

CI/CD

- Process normalization to have uniform process of agile implementation across all tracks

- Mature deployment process using DevOps tools – Jira, GitLab, Jenkins

- Started testing automation with Tosca product

Outcome and impact

Improved and appealing UI using Salesforce Lightning

Revenue generation increased via the commerce platform from <5% to more than 20% monthly in one year

Improved user experience & setup of service stream from scratch

Delivered cost-effective results by sourcing majority of implementation from offshore

Automated deployments and minimized human error

Write to us at **digitaltransformation@hcl.com**

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