

# Unified, enterprise-wide cloud platform for a **maritime association**

HCLTech executed a custom Salesforce implementation



## Client overview

The company is one of the world's leading maritime classification societies, with a 260-year legacy of improving safety in ships by providing technical and professional services to clients in over 180 different countries.



# Challenges and goals

Despite being an industry leader, the company's growth plans were hamstrung by a disjointed set of digital services. A bad user experience was chief among the list of challenges faced. This was exacerbated by the lack of self-servicing capabilities and a digital strategy. The company ran the risk of compromising on its bottom line, and worse, its goodwill.

Among the other problems that plagued the client were:

- Lack of a unified customer portal
- Multiple points of entry into applications
- Lack of brand identity throughout the platform
- Many instances of duplicate data
- Difficulties in identify master data
- Lack of up-selling and cross-selling capabilities

# HCLTech's solution

The client needed a comprehensive strategy to achieve a digital transformation that went beyond overhauling their user experience. One of their other objectives was to eliminate duplication of data on account of human error and gain end-to-end visibility across processes. Most importantly, the client needed a partner with a proven track record of implementing digital transformation and so reached out to HCLTech.

Given the scale and scope of the project, any digital transformation effort that was undertaken needed to be quick, comprehensive, and efficient without disrupting its servicing operations. Keeping this in mind, HCLTech conducted a deep-dive analysis of their as-is situation and overlaid it with the solution that they had in mind. The HCLTech team knew that the best way forward would be to partner with Salesforce as the cloud platform. The team then used Boomi and AWS as the integration layer.

The HCLTech team chose to approach this task with an agile delivery model to ensure that iterations were shipped quickly and without error. The stakeholders were kept updated through daily scrum meetings and an extensively detailed sprint backlog file that eliminated any and all blind spots in the scope and progress of the project.

Since the client's objective was to provide the best experience to their users, HCLTech went beyond mere technology implementation and actively engaged with all aspects of the transformation, including strategy, rollout, and sustainability. The same meticulous approach was also extended to the several architectural considerations that the project required. This watertight approach to overhauling the client's enterprise IT needs was a resounding success, and garnered much appreciation from the client.

# Outcome and impact

HCLTech's solution made the client's processes nimble, enhanced end-to-end visibility and eliminated data duplication as well as the need for manual intervention. The team achieved this by simplifying the sales and marketing processes, developing a sales and service cloud separately, migrating custom field services to field service lightning, managing integrations with a host of legacy systems, implementing SSO with Azure, and integrating MDM capabilities into Salesforce using Informatica C360.

Now the client handles all operations through a single platform, which has resulted in the following improvements:

- Simplified sales processes
- Scalable architecture
- Improved customer satisfaction scores
- Quicker turnaround times
- Improved customer service

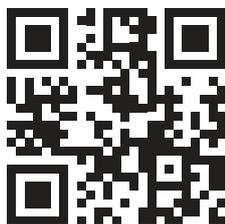


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