ADvantage Experience for Hi-Tech and Manufacturing

Integrated experience solution to drive engagement and enablement

The HCL Technologies ADvantage Experience for Hi-Tech & Manufacturing solution is a partner/customer engagement platform that can be hosted by Hi-Tech & Manufacturing enterprises encompassing both B2B and B2C interactions. The solution addresses customer engagement across the entire customer lifecycle, right fromawareness creation to advocacy. The solution provides a holistic customer experience, while also being personalized, collaborative omni-channel and commerce enabled. Integration with enterprise systems such as CRM, unifying enterprise systems, while also being omni-channel enabled. The solution is built using our digital component library which can be extended for future use cases. It also includes major features such as DesignOps, code automation, headless commerce, site on-boarding , devops orchestration and migration capabilities

ADvantage Experience For Hi-tech & Manufacturing provides

Higher partner & user engagement and retention

Shared business goals leading to better results

Effective lead management

Improved sales cycle

Improved customer acqusition

Faster go to market

Capabilities

- CRM and lead management
- Single view of customer
- Multi-channel marketing
- Headless commerce
- Personalization
- Analytics and reporting
- Events and webinars
- Digital self-service
- Collaboration

B2B and B2C use cases

- Self-service and account management
- Partner and customer on-boarding
- Loyalty and alliance
- Product Information Management
- Training and Knowledge Management
- Service requests and contact center
- Store and order management
- Dashboards and alerts
- Lead management and nurturing
- Sell products and services
- O!ers and promotions
- Repeat orders, order on behalf

Benefits

- Faster go to market
- Actionable customer insights
- Better partner, customer engagement
- Higher partner and customer retention
- Increased lead conversion and sales ratio
- Improved sales cycle
- Increased brand awareness
- Better engineering quality and processes

30%-70%
Reduction in development time

25%-30%
Optimization in rollouts and on-boarding

25%-40%
Cost saving through reusable components

~30%
Efficiency in marketing activation

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