

Transform customer journeys with **Data-driven Experience** framework



HCLTech delivers individualized experiences transforming customer service algorithms

Introduction

HCLTech's Data Driven Experience framework brings together data and provides insights ensuring exceptional customer service at all touchpoints. The framework helps marketers to make complex decisions which can help design contextual and personalized customer experiences. It consolidates data from several platforms to create a cohesive customer profile and provide the next best actions using advanced analytics and experience platform that can deliver the suggested experiences. HCLTech's data driven experience solution aims to bring together these areas seamlessly to deliver individualized experiences to customers across their journey while it constantly learns and gathers data based on actions taken by the users.

Why Data-driven Experience?

Data has become even more important in the customer journey today. The explosion of digital has increased the opportunity to better understand what the customer is choosing and who they are. Marketers can harness digital data to capitalize on the "I want to know" and "I want to buy" moments. It is now possible to capture data that can help companies shape their customers' journeys and experiences.

HCLTech's Data Driven Experience is a data and analytics framework that allows marketers to optimize their efforts, create smarter customer journeys, which enables delivery of engaging, personalized and contextual communication, resulting in efficient and effective customer experiences.



Solution highlights

HCLTech's solution consists of:



Customer data platform:

A unified customer profile, customer segments, identity resolutions



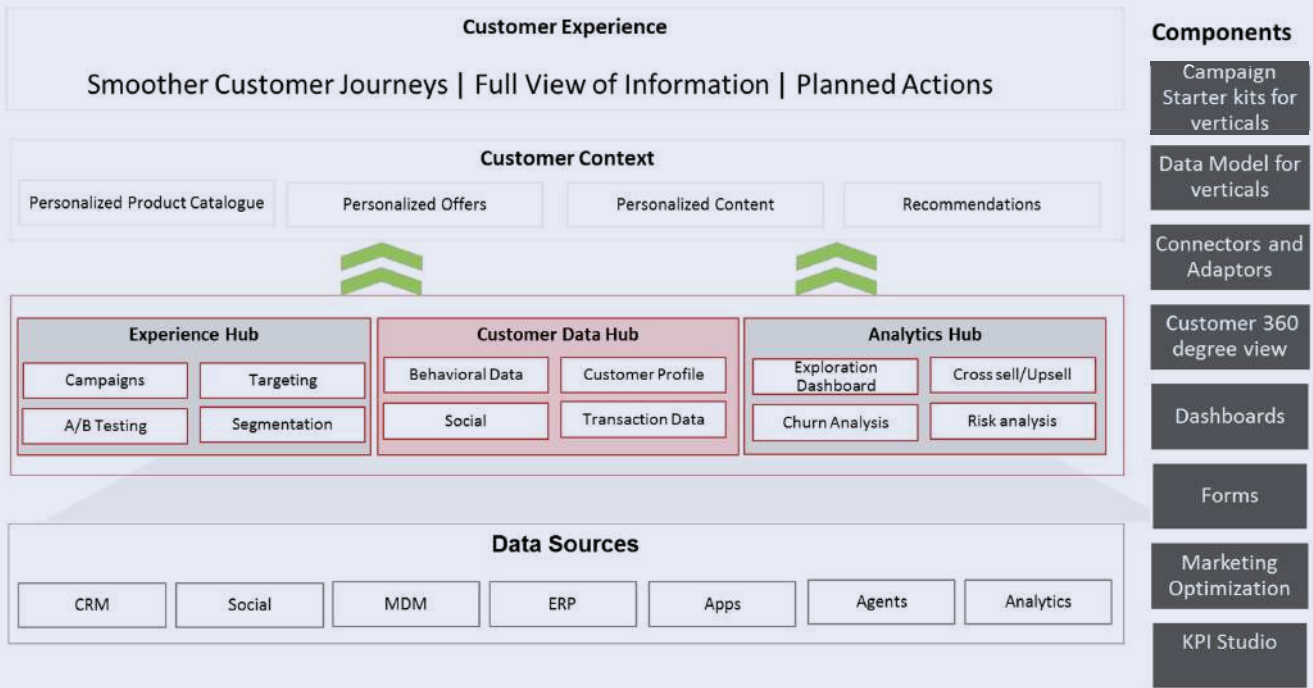
Experience platform:

A web and mobile application to capture user behavior, allowing brands to send personalized information/offers, vertical specific components, campaign workflows and templates



Analytics services:

Predictive and advanced analytical models to define next best actions and experiences for the customer such as cross-sell/ upsell, product recommendations, upcoming offers, etc.



Use cases

Identify customers from all online and instore interactions	Identify segments and microsegments to enable personalized campaigns	Recommend the right product to a customer as a cross-sell/ up-sell opportunity	Identify the right set of customers for personalized campaigns and offers.	Create a end to end customer journey and recommend steps to improve value
+ Identity Resolution	+ Hyper Personalization	+ Next Best Offer	+ Customer Segmentation	+ Improve Customer Lifetime Value
Mobile App, Web, Loyalty program, Instore POS, kiosks	Realtime customer data, customer preferences	Apriori Methods, Distance Methods, Collaborative Filtering	K means clustering	Customer Journey Analytics, Advanced Analytics

Business benefits



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