

HCLTech

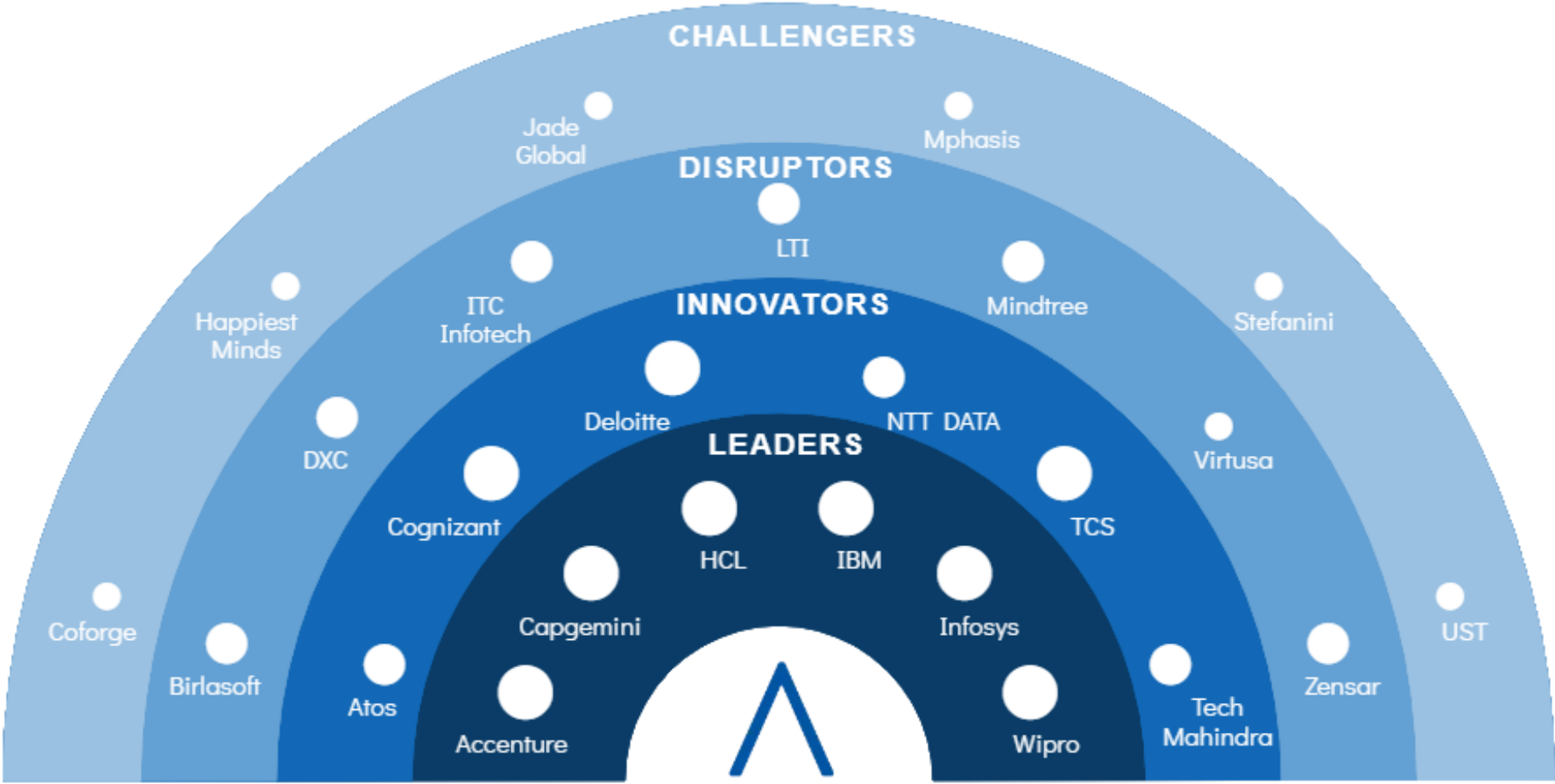
Digital CX Services 2022-23 RadarView

Service Provider Profile

October 2022

Digital CX Services 2022-23 RadarView

Practice maturity   



HCL: RadarView profile

HCLTech



Practice maturity ★★★★★

Partner ecosystem ★★★★★

Investments & innovation ★★★★★

Offers strong industry-specific CX platforms and proprietary assets. Has a diverse network of strategic and tactical partners.

Practice overview

- Practice size: 25,000+
- Active clients: 400+
- External certifications: 7,400+
- Delivery highlights: 60+ partner-specific and client-specific co-innovation labs globally

~35%
Digital CX
services growth
2021–2022

~56%
Growth in
practice size
2021–2022

Key IP and assets

- ADvantage Experience: A digital marketing and customer experience suite
- Nexus: A proprietary framework to transform and maintain customer experience
- ADvantage Commerce: A proprietary digital commerce platform
- Athena: A customer experience (CX) innovation platform

Client case studies

- For a freight railroad, HCL conducted employee interviews, launched a digital experience survey, mapped the employee journeys, and facilitated experience design workshops with key stakeholders to deliver an actionable road map with proof of concept and wireframes. It increased employees' digital experience and made it easier to do their work.
- Completed digital transformation that involved Salesforce Service Cloud, Marketing Cloud, and Commerce (B2C) Cloud implementation for a Swiss multinational healthcare company that enabled personalized experiences for customers and store managers.
- Integrated digital experience platforms across brands of an American storage company by leveraging Adobe Experience Cloud to deliver a contextual and personalized experience.
- Developed a direct to consumers (D2C) strategy and modernized B2B shopping experience for a global power equipment manufacturer using Salesforce commerce that consolidated 13 disconnected websites into one global customer-facing portal handling 100,000+ SKU(s).

Key partnerships

CX and CRM platform partners



Other Partners



Sample clients

- A US manufacturer
- A US federal credit union
- A German manufacturer
- An American storage company
- An Australian supermarket, retail, and consumer services chain
- A global power equipment manufacturer
- A US telecom services provider
- An American multinational company
- A Swiss multinational healthcare company
- A freight railroad

Industry coverage

Banking
Financial services
Government
Healthcare & life sciences
High-tech
Insurance
Manufacturing
Nonprofits
Retail & CPG
Telecom, media & entertainment
Travel & transportation
Utilities & resources

Darker color indicates higher industry coverage through digital services ●●●●●

HCL: RadarView profile

Analyst insights

Practice maturity



- HCL's CX practice with over 25,000 SMEs, 400 customers, 1,200 projects, and 100 reusable assets is divided into several key sub-practices: Digital marketing platforms, Omnichannel e-commerce, Portal, and content services.
- Its top three verticals are high-tech and technology (24%), BFSI (23%), and retail and CPG (10%). Very large enterprises (over \$1B revenue) and large enterprises (revenue between \$500M and \$1B) account for more than 90% of the total revenue in this domain, and 20% of its total engagements are based on the outcome/gain share pricing model.
- HCL has a vast range of solutions such as ADvantage Experience suite (a digital marketing and experience solution), Customer 360++ (a solution to provide a single view of customer data), and Marketing in a Box (a predefined toolkit to drive multichannel marketing) and industry-specific CX solutions, such as Fin Edge™ for banking, SmartBuy for CPG, Digital Insurance Claims Insurance for Financial Services, ServSmart for manufacturing, and Member Experience Management Solution for healthcare clients.

Partner ecosystem



- HCL's partner ecosystem consists of various CX and CRM providers, including Microsoft, SAP, Pegasystems, and Adobe. Other key partners include Sitecore, Acquia, IBM, Elastic Path, commercetools, SugarCRM, OpenText, Kofax, Qlik, Snowflake, Uniphore, Alteryx, Observe.AI, and Jacada.
- It capitalizes on its diverse partnerships by investing in joint solution offerings, joint GTMs, CoEs, labs, and joint events such as with Adobe and Salesforce.
- It is a SUMMIT partner of Salesforce and has attained level 2 expertise in Salesforce commerce solutions. It has a Platinum level partnership with Adobe with specializations in Adobe Experience Manager, Analytics, and Target, along with over six years of experience in Magento.
- HCL is a member of several industry consortiums and associations, including the World Economic Forum's Global Parity Alliance and NASSCOM.

Investments and innovation



- HCL has set up several co-innovation labs, with over 2,500 professionals collaborating with clients to develop solutions for various business problems. Its labs span across North America (Redmond and Sunnyvale), the UK (London), Europe (Milan), and Asia-Pacific (Singapore, Bangalore, and Chennai).
- It has dedicated business units for several of its strategic partners. It has formed partnerships with academic institutions, such as Carnegie Mellon University, UC Berkley, MIT, Stanford University, and Cambridge University to focus on next-generation technologies.
- In 2022, HCL acquired Starschema, a Hungarian data engineering services company, to bolster its capability in data engineering. In 2019, it acquired Strong-Bridge Envision, a Seattle-based digital consulting firm headquartered specializing in CX strategy and business transformation.

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