HCLTech

The Ultimate Engagement Platform

One single platform delivers
seamless integration
across the martech stack

Introducing X.

X by HCL Technologies. X enables brands to improve consumer loyalty and drive conversions through personalized omnichannel marketing. Research shows that only 13% of organizations have a seamlessly integrated marketing and technology stack and that brands rely on many different data sources to unlock customer insights.

HCL Technologies' X overcomes these challenges **by uniting multiple digital touchpoints, including websites, mobile apps and social media feeds,** to create a single view of the consumer. This helps marketers access data-driven insights that enable them to optimize the customer experience and unlock the potential of their brand.

Initially created to underpin one of the world's biggest sports brands by rapidly expanding digital engagement channels, **the award-winning platform is now available to help other global brands** drive their own success stories by delivering personalized, timely communications and content.

Bespoke realtime authoring CMS	Personalization capabilities	Live streaming service	Deep analytics across enterprise	Seamless disintermediation	Prebuilt Publishing Components

A portal for everything

The challenges

66%

of marketeers publish content across multiple channels and have a poor view of the customer journey. As a result they have limited data and customer insights.*

56%

of CMO's execute similar engagement strategies across multiple channels using different tools in the tech stack. This causes increased work load and complex assimilation of data points across channels, making analytics hard to manage.*

44%

of CMO's say they need non-marketers to help support client engagement activities, due to the complexities of engagement platforms.*

*Source: COLEMAN PARKES 2022

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The solution highlights

Content Management System
One global CMS with a publishing accelerator layer

CDP & Analytics
Dashboards provide a 360-degree view

Personalization
Preference based personalization with geo targeting, content, search & recommendations

Commerce/Integration
API adapter based integration with commerce platforms and much more ...

Digital Asset Management
Provides a high-end content hub for thousands of product images, videos and documents

Loyalty & Rewards
An inbuilt loyalty & rewards management system provides seamless integration to existing legacy client systems

The benefits

X enables marketing teams to **publish beautifully curated, consistent content** that is brand compliant. Creating the perfect personalised engagement experience directly to the consumer**.**

X enables omnichannel teams to **increase e-commerce revenues**, by providing a seamless experience across the entire customer journey and easy to access 1st party consumer data.

With **X** brand teams can dramatically **improve retention and loyalty** and truly engage with customers through a cutting edge platform.

With **X** digital teams can **benefit from microservice based technology** and a superior product offering that integrates with your existing platforms.

The award winning platform – recognized by analysts

Build trust and deepen relationships with your content. Engage with customers in real-time and monetize client engagement.

Convert and ignite meaningful relationships & drive loyalty from your consumers.
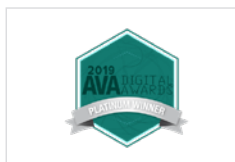
For more details ...

Mike Crosby
Sales Director, HCL Technologies
+49 163 8412925
mike.crosby@hcl.com

Visit: www.hcltech.com/x-digital-experience