

Reinventing the Contact Center with Digital Innovation

Reimagine customer service with human-centric technology solutions

The customer care industry is faced with

- 91% attrition of unsatisfied customers
- 30-45% turnover rate for employees
- 50% of customer calls unresolved or require escalation
- 75% of agent time spent on non-customer facing activities
- \$62 billion loss of sales (in the US) due to poor customer service
- \$8,400+ per agent hiring and training cost

With HCL Contact Center Digital Transformation solution, organizations can implement



HCL IBM Garage methodology



AI and data solutions



Unified delivery plan



State-of-the-art security



Customizable commercial models

HCL's AI expertise joins forces with IBM's Watson solution for contact center excellence



Voice of the Customer



Customer Care Virtual Agent



Watson Assist

Key Service Offerings

- Strategic call reduction and contact optimization
- Response automation and optimization
- Contact routing and personalization
- Platform modernization and operational excellence
- Omni-channel data and analytics foundation
- Hyper-personalized near real-time analytics

Key Outcomes



↓30-40%
Inbound Preventable calls



↓15%
Cost reduction



↑2.5x-5x
Conversion rate



↑2-6%
NPS/ CSAT scores



↓25%
Operating Costs



↑5-15%
Agent experience improvement



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