

DRYiCE Lucy: Deliver superior consumer experiences

A cognitive virtual assistant for consumer
product goods companies



In an ever-increasing competitive landscape, the retail and consumer packaged goods companies are in a quest to follow a 24x7 interaction model for strengthening customer engagements. The continuously changing consumer behavior warrants a cost-effective solution to capture and analyze the consumer behavior dynamics, while providing personalized, real-time services.

HCL Lucy, a cognitive virtual assistant for CPG industry is an interactive, artificial/machine learning-driven, and unified customer engagement platform. It is automated, scalable, and provides personalized responses to the customer's queries in real time, thus providing an enhanced customer experience.



“HCL DRYICE™ LUCY, a cognitive virtual assistant for CPG industry is customized for differentiating consumer products use cases to increase customer delight, customer engagement and improve brand value.”

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INTRODUCING LUCY: HCL COGNITIVE VIRTUAL ASSISTANT FOR CPG COMPANIES

NLP Engine Agnostic



NLP Engine Agnostic

Any NLP engine can be utilized for interpreting conversations



Omnichannel

Any communication channel such as own voice/chat or any chat/voice platform (Skype, Alexa, Google Home, Facebook, WhatsApp or client's own platform)



Rapid Integrations

Already integrated with all market leading systems across ERP, social media and messaging platforms



Deployment Model Flexibility

Capable to be hosted on cloud or hybrid solution based on enterprise needs



Continuous Learning

Integrated cognitive console to fine-tune learning with experience



Rule Engine

Client-specific business policy for data privacy and security can be induced

How Lucy can Help you Enhance Your Consumer Connect

Shopping Assistant



- * Assist and give intelligent product recommendations
- * Making offers
- * Making product search easier



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Consumer Analytics:

- * Consumer sentiment analytics
- * Buying patterns analysis
- * Consumer satisfaction score
- * Cognitive analysis

24X7 Consumer Services

- * Real-time query resolution
- * Proactive personalized product recommendations
- * Marketing alerts and promotions

Lucy's Impact on Your Customer connect



B2B communication with retailers or distributors for

- Providing real-time resolution
- Order management and status
- Making post sales task convenient



Self-service opportunity by executing daily redundant tasks via chat/voice

- Omnichannel customer support
- Product information



Direct interaction with CPG brands to resolve store-level issues

- Planogram compliance
- Product information
- Proactive alerts

KEY BENEFITS DELIVERED BY LUCY TO CPG CONSUMERS



Reduced waiting time



Multilingual global support



24x7 availability



100% response consistency



600+ ready use cases



Real-time data availability

Case Study

A Fortune 500 consumer products company headquartered in USA



HCL implemented DRYiCE Lucy to support their growing user base, while controlling costs and improving response efficiency with robust integration across ten enterprise systems. It extended support to more than 115,000 users, handling over 650,000 contacts per annum.



Direct cost saving by leveraging AI-driven, cognitive virtual assistant technology platform.



Improved mean time for repair and feedback by 40% for the identified use cases.

Discover how HCL can enable innovative solutions for your enterprise by sending an email to rcpg.solutions@hcl.com

Explore CPG 4.0 Solutions

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