



Companies that embrace artificial intelligence in their retail execution are predicted to report an increase of 120% in cash flow by 2030.

According to a recent study by McKinsey, early adopters of sales automation, consistently report increase in customer-facing time, higher customer satisfaction, better inventory management, enhanced order management, more effective collateral management and resource scheduling, along with efficiency improvements of 10 to 15 percent, and a sales uplift potential of up to 10 percent.



Backed by artificial intelligence and a strong set of advanced analytical tools, HCL's Digital-Aided Selling (DAS) solution helps field sales representatives and key account managers unlock additional revenue and reduce cost of sales through a variety of industry proven use cases.

# SOLUTION SALIENCE

## Order Management

With better order management, sales representatives can access a digital catalog with product images, stock availability information, customer-specific pricing, various cross-selling options and place orders with a click of a button.



## Resource Scheduling

With data points such as real-time location, experience, workloads and more, we use artificial intelligence to ensure optimization and best deployment of field resources.



## Customer Analytics

Our artificial intelligence powered solution can increase revenue by anticipating customer needs. We help you understand customers' purchasing habits and offer appropriate suggestions.



## Personal Sales Assistant

Our personal sales assistant application uses Natural Language Processing (NLP) to communicate with field sales representative and access and record data like:

- Sales visit data in a matter of seconds just by speaking to the application
- Information regarding an upcoming visit



## Real-Time Insights to Drive Sales

Real-time store and market data offer a complete view of the business. Enabling the sales force to take immediate action, reducing out-of-stocks and identify selling opportunities.



## Task Automation

Automation of repetitive tasks like finding and sorting leads, and automating several manual activities, freeing up valuable sales time and minimizing human errors.



## BENEFITS OF USING HCL'S SOLUTION FOR DIGITAL-AIDED SELLING



### Increased Customer Satisfaction

Sales executives are better equipped to provide clients with relevant product information and decide on the next course of action while they are in the field.



### Increased Revenue

DAS will give a significant push to your top-line as a result of increased cross-selling/up-selling initiatives and improved lead conversion.



### Cost Savings because of Improved Efficiency and Productivity

Enable task automation and field sales to save time on non-core functions such as filing, documentation and approvals.



### Faster Deal Closure

Sales personnel can create orders with a click of a button, without any further interaction with the back office.



### Improved Inventory Management

Integration of DAS solution with ERP makes inventory management accurate in real time and assures field sales personnel that they are selling only in-stock items.

# CASE STUDY

Increased downstream visibility and reduced out-of-stocks for a large premium beverage company



## BUSINESS CHALLENGES

- No single source of information for the sales executives
- Information gathering was a tedious process for sales executives
- Approx 27% loss in sales due to lack of a consistent system to track changes in the store inventory



## HCL SOLUTION

- Delivered integrated digital platform for activity management, order capture and delivery
- A customizable user-centric, persona-driven platform for different job function or role
- Unique platform to create, share, and drive executable action plans

## BENEFITS DELIVERED



Reduction in Out of Stock (OOS) during key promotions



Real time downstream visibility to take corrective action across the enterprise



Streamlined and targeted communication



Predictive ordering



SKU substitutions



Optimal order quantities

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