

Consumer Experience Platform

Build a digital connection with your consumers



Industry Needs

In the current era of a demand-driven market, consumers hold the power over sellers in terms of which brands will flourish and which will wither. So, it becomes crucial for the CPG companies to not only sell their product but also to provide consumers with a great digital experience throughout the consumer journey.



80% of the businesses now compete primarily in the arena of the customer experience, according to Gartner.



86% of buyers will pay more for great customer experience, as per Forbes.

CAPTURE

Activities



Audience Research



Scouting and Targetting



Campaigns and Emotional Marketing Strategies



Channel Discovery (Social, mobile, gaming etc)



Celebrity Endorsement

CULTIVATE

Activities



Health and Nutrition Integrator



Connect to Pros and Influencers



Connect Coaches/Parents



Gamification of Membership Portal



Portals for Schools and Colleges



AR/VR for Measurement and Performance

CASH-IN

Activities



Loyalty Coupon Redemptions



Gift Cards/Gamification Rewards and Redemptions



Subscription Commence



Affiliate Sponsors



Upsell, Cross-Sell, and Bundling



Operational Efficiency

Impact Areas

- Impressions/Mentions/ Interactions
- Emails/Messaging/Social Influence
- Brand Perception
- Marketing Segments
- Customer Experience Journey
- Search Engine Optimization

Impact Areas

- Customer Engagement and Campaign Impact
- Emotional Connect and Quotient
- Sports Hubs at Retail B&M stores
- Exclusive Clubs and Performance Communities
- Leaderboard - Badges, Awards, and Trophies
- Consumer-Driven Design Studio

Impact Areas

- Conversion Lift
- Increase in ARPU and Customer Lifetime Value
- Reduced Cost of Operations
- Lower CAC and Customer Effort Index
- Brand Equity (Higher NPS and CSAT)



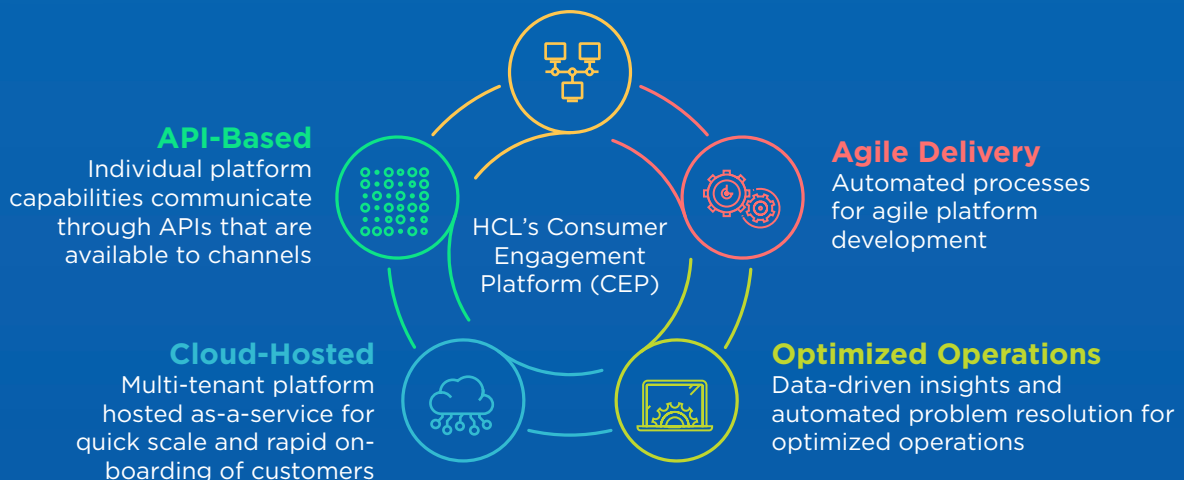
The HCL Solution

HCL's Consumer Experience Platform (CEP) is a **truly next-gen, cloud native, API and Analytics-led, ready-to-use, platform** enabling CPG companies to provide a differentiated brand experience for its consumers.

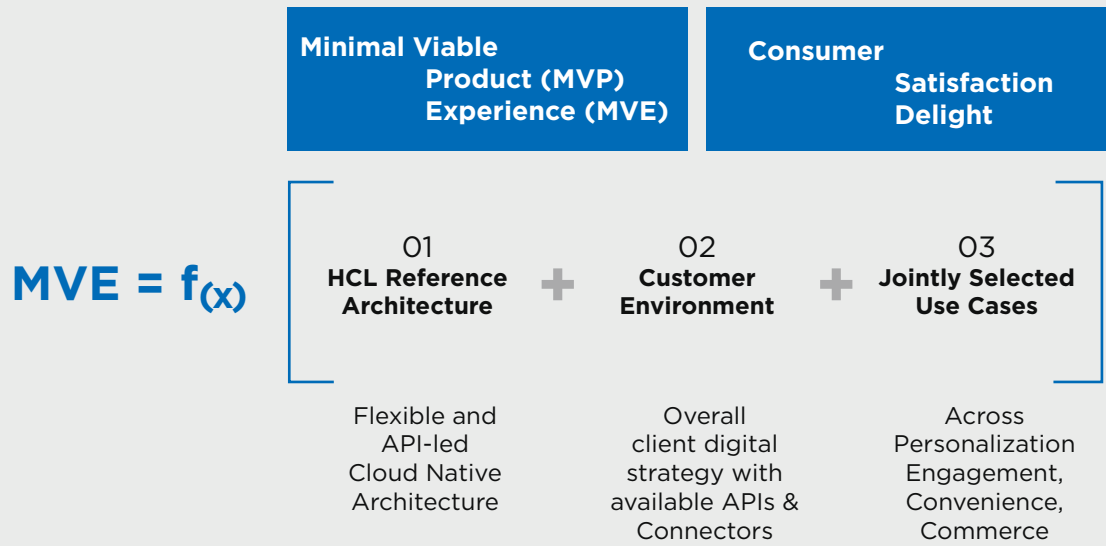
The HCL CEP provides multi-channel, multi-lingual interactions across a global user base and provides 360-degree view of the users for personalization, targeted ads, and loyalty incentive to the consumers.

Microservices Architecture

Platform components developed as microservices that allow independent scaling and rapid changes

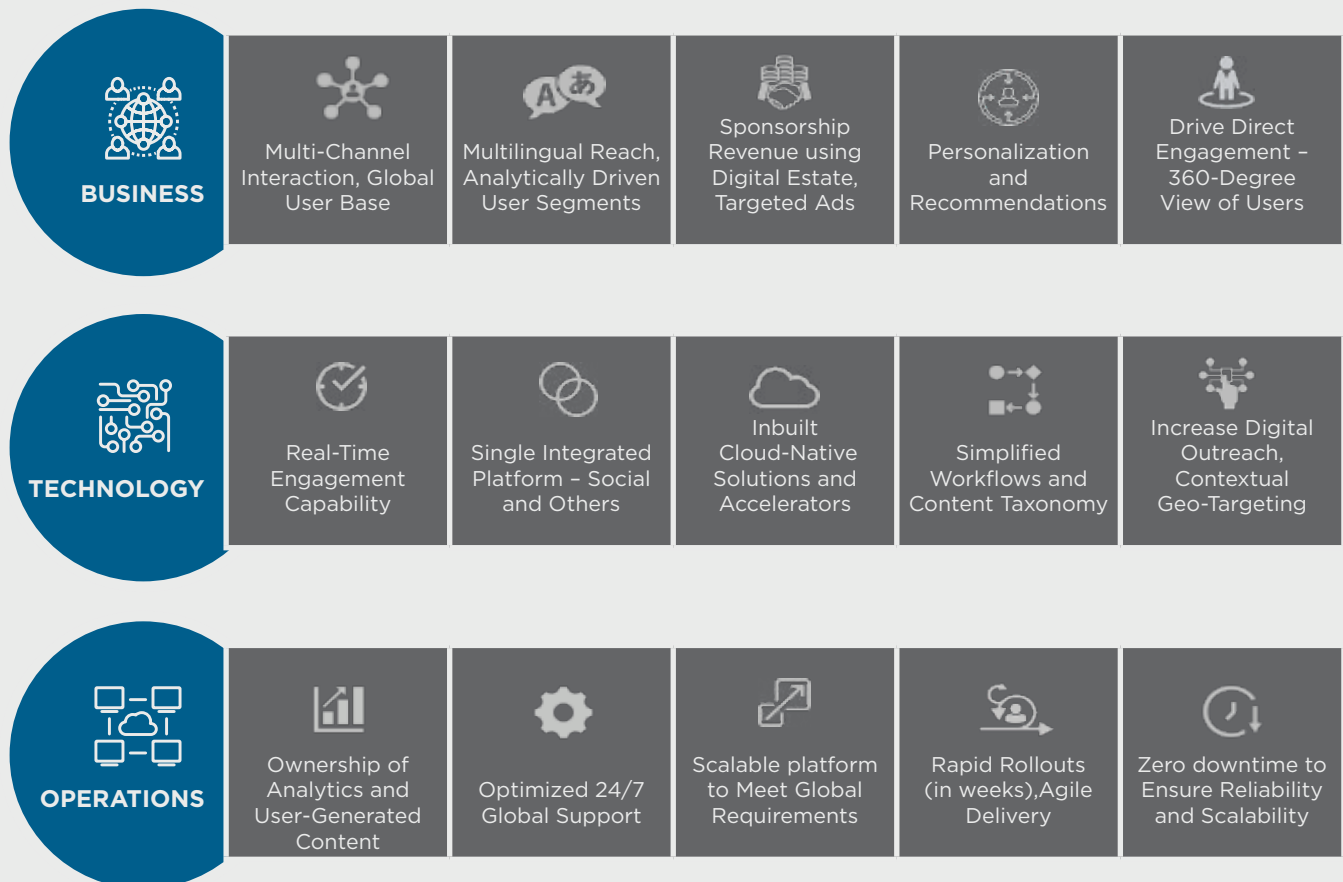


HCL's solution can extend the concept of MVP to MVE to deliver an ecosystem of connected consumer experiences. This helps promote customer delight to drive consumer delight **in just 10 weeks!**



Key Characteristics of a Next-gen Consumer Engagement Digital Platforms

Its all about delivering **DIGITAL EXPERIENCE** across all layers





Leverage the HCL open architecture, cloud-native model, and reconfigurable components as per your digital strategy and start delivering an amazing unified experience to your consumers across channels.

HCL offers digital platforms with **~70% ready to use and configurable components** to accelerate



Success Stories

Digital partner of choice from strategy to execution for a professional football club

Transformed multiple discrete points of customer interaction into revenue streams across the value chain and explore untapped avenues of growth.

Capitalized the enhanced insights unearthed about the consumer with a secure and scalable platform, integrating discrete business functions in one unified solution.

Engage and turn customers into fans across immersive, consistent, and personalized touch points, irrespective of where they interact with the brand.



Over **150m+** connections



Over **16+** platforms globally



Over **73.6 M** followers



Over **20.9 M** followers



Over **6.7 M** followers



Over **22.0 M** followers

Multifold increase in customer engagement and time spent resulting in enhanced sponsorships and significant digital revenue growth

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

Explore CPG 4.0 Solutions

#CPGbyHCL



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2021, HCL has a consolidated revenue of US\$ 10.17 billion and its 168,977 ideapreneurs operate out of 50 countries. For more information, visit www.hcltech.com



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