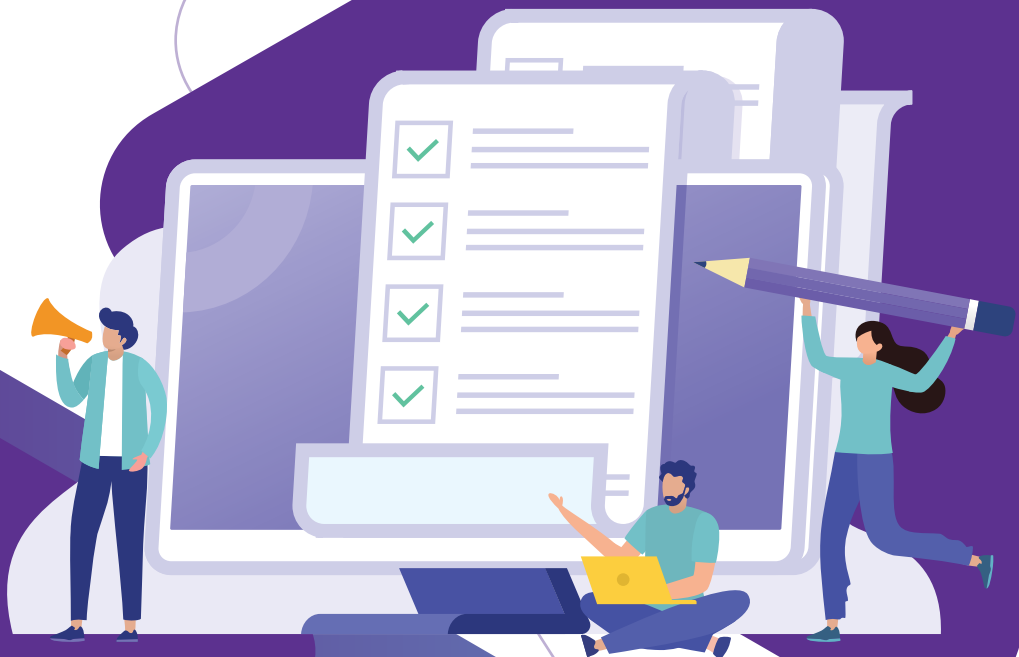# Proactive **Experience Management** during COVID-19

SAP Qualtrics Offering

HCL

Introduction : Role of SAP Qualtrics

▶ Qualtrics recently has made its survey technology publicly available to all organizations for free considering the current COVID-19 pandemic.

▶ With the onset of the COVID-19 pandemic and the economic downturn, the best way is to adjust your customer experience program, by enhancing the capability to continuously learn what are the customers and front-line employees thinking and feeling, by providing insight into the hands of people who can take meaningful action and to rapidly adapt with a dynamic and fluid environment.

▶ Voice of the customer (VoC) is **key** in the eXperience Management (including brand, customer, employee and product experience), and an organization must readapt on how to apply surveys mostly needed to obtain key information and indicators on what efforts you need to reprioritize.

Key Elements of COVID-19 Survey

Show humanity. If you're asking for feedback, make sure that people understand that you're doing it for their benefit, so you don't seem out of touch with the situation.

Take a hiatus on metrics. Rather than pushing customers and employees to answer questions to feed your historical metrics and then trying to explain the variances, cut them out for at least the next quarter.

Ask less, listen more. Think about analyzing existing communications (customer service centers), and asking fewer, more open-ended questions such as how are you doing and how can we help.

Build up your immediate response skill. You need to be more prepared than ever to make changes quickly based on what you learn.

Accelerate your feedback cycles. The ideal pace of feedback is defined by an organization's capacity to act on what it finds. As you build up your capacity to make short-term changes, you'll want to increase the pace of feedback so that you can test those changes and prioritize new ones.
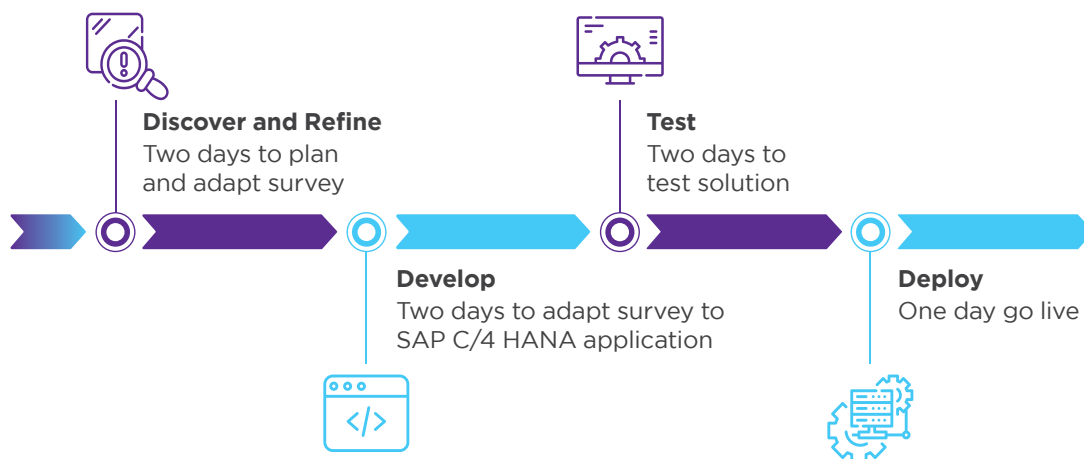
HCL's Free Offering

Qualtrics adaptation and limited survey customization

Key Tenet

HCL will provide you with a free scaled-down project to implement Qualtrics COVID-19 surveys and adapt it to your C/4 Hana application (C4C Sales and Service, Cloud Marketing, and Cloud Commerce). HCL will also make limited survey customization based on the needs of the client.

This will allow the client to maintain a pulse and a feedback loop of the current state of the customer sentiment and expectation, allowing to follow up with a full assessment and enablement to take immediate action.

Timeline to implementation in seven days

Discover and Refine
Two days to plan and adapt survey

Develop
Two days to adapt survey to SAP C/4 HANA application

Test
Two days to test solution

Deploy
One day go live

qualtrics XM COVID-19 Surveys

COVID-19 Customer Confidence Pulse

The ongoing development surrounding Corona virus (COVID-19) has led to customers re-evaluating who they buy from. Know the expectations and requirements of your customers related to the COVID-19 pandemic to ensure they have the confidence they need to keep doing business with you.

• Continuously monitor and quickly adapt to evolving customer expectations

• Confirm that your response measures are effectively communicated and understood

• Capture key insights to take targeted action on the most helpful solution

COVID-19 dynamic call center script

A dynamic call center script that supports public health organization staff to deliver accurate, up-to-date information to callers about COVID-19. It also includes automatic reporting showing caller trends, patterns and gaps in information requests.

- Rapidly enable public health staff to respond to incoming calls regarding COVID-19

- Direct citizens to the right COVID-19 resources based on their responses

- Automatic reports that outline caller trends and where information gaps exist

COVID-19 pre-screen and routing

An online, guided COVID-19 pre-screen questionnaire to identify high-risk citizens, provide recommended actions, and collect information from visitors about their current symptoms and circumstances. Additionally, public health organizations can then route visitors to the most appropriate resources. Automatic reports identify visitor demographics and gaps in current information availability.

- Reduce congestion on public health resource with online questionnaire

- Automatically route at-risk citizens to available COVID-19 resources

- Automatically direct citizens to the information they need based on their answers

COVID-19 Brand Trust Pulse

In this time of intense uncertainty, brand trust is evolving rapidly. The COVID-19 Brand Trust Pulse helps assess consumer trust in your brand, and prioritizes actions you can take immediately to earn and maintain that trust.

- Understand rapidly evolving consumer sentiment

- Benchmark your brand against the most important drivers of trust

- Prioritize actions that build trust during the COVID-19 crisis and beyond
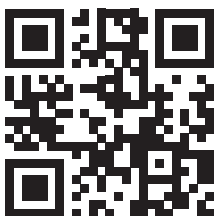
- See results in days, not weeks

For more information, please reach out to us at **SAP_MFG@hcl.com**

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, 2020, HCL has a consolidated revenue of US$ 9.94 billion and its 150,000+ ideapreneurs operate out of 46 countries. For more information, visit www.hcltech.com

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