

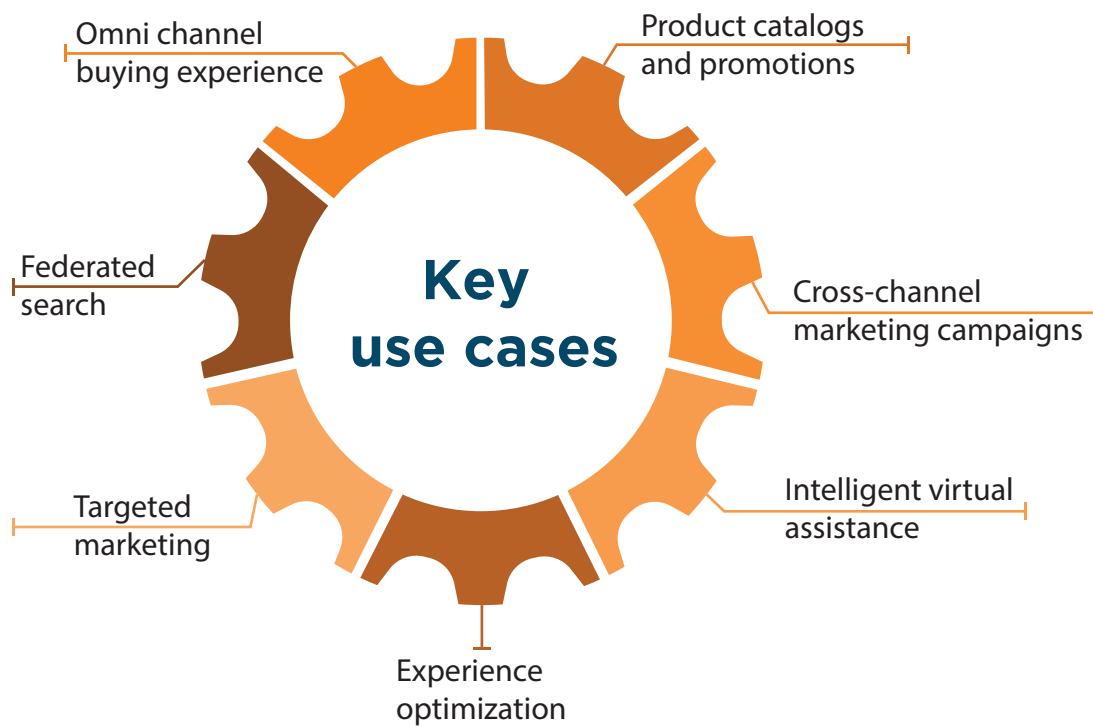
# ADvantage Experience Platform for **Retail**



The solution allows marketers to automate marketing initiatives and implement them efficiently for retail enterprises. It enables brand sites to be contextualized for the user's profile and the geographical location, along with personalization features and ecommerce capabilities for retail consumers.

## **Business case**

Leading retailers have been engaging with HCL to be part of their transformation journey. Based on the experiences and knowledge gathered, HCL perceives a robust demand for developing solutions that will help them engage with customers better. The retail-specific solution will help customers leverage the re-usable and scalable solution components of ADvantage Experience to kick-start their digital journey.



## Challenges addressed

Changing customer expectations

Maintaining customer loyalty

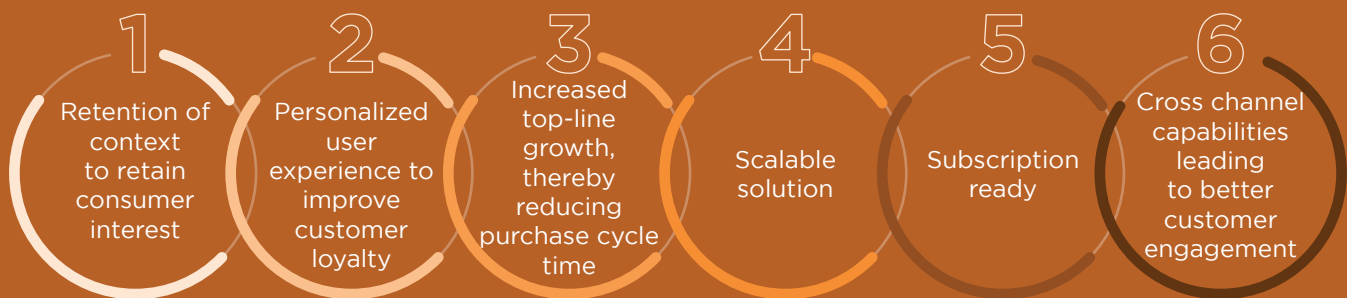
Managing customer communication

Retaining customer attention

## Standards and compliances

GDPR compliant

### Business Benefits



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 December 31, 2021, HCL has a consolidated revenue of US \$ 11.18 billion and its 197,777 ideapreneurs operate out of 52 countries.

For more information, visit [www.hcltech.com](http://www.hcltech.com)



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