

HCL

HCL Fluid Contact Center Practice

Transforming the A-B-C of experiences for agents, businesses, and customers



www.hcltech.com

01

Introduction

Customer experience (CX) is the game-changer for enterprises in this era. The pandemic has further accelerated the enterprise digital transformation journey as clients increasingly look for ways to provide differentiated customer experiences and reduce the cost of operations. Contact centers, being the heart of customer engagements, are perfectly positioned to take advantage of this shift and drive future growth. Modern contact center platforms, with superior omnichannel and AI offerings, provide enterprises with personalized customer experiences on a truly innovative 'pay per use' pricing.



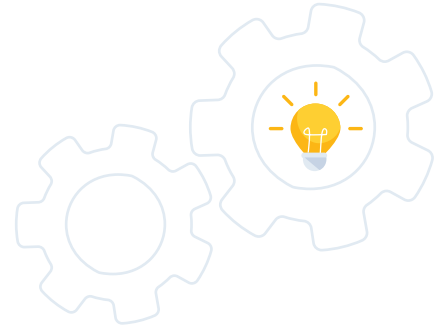
HCL-Fluid Contact Center is a dedicated practice to help our clients accelerate the contact center transformation and equip them with innovative solutions that empower agents, businesses, and customers.

We specialize in partnering with our clients to understand their business and digital transformation goals to create **hyper-personalized solutions** tailored to their customer journeys.

We perform **end-to-end transformation services** such as - discovery workshops, business case and ROI analysis, technology selection, PoC / pilot definitions, solution design and deployment, and 24x7 fully managed services.

02

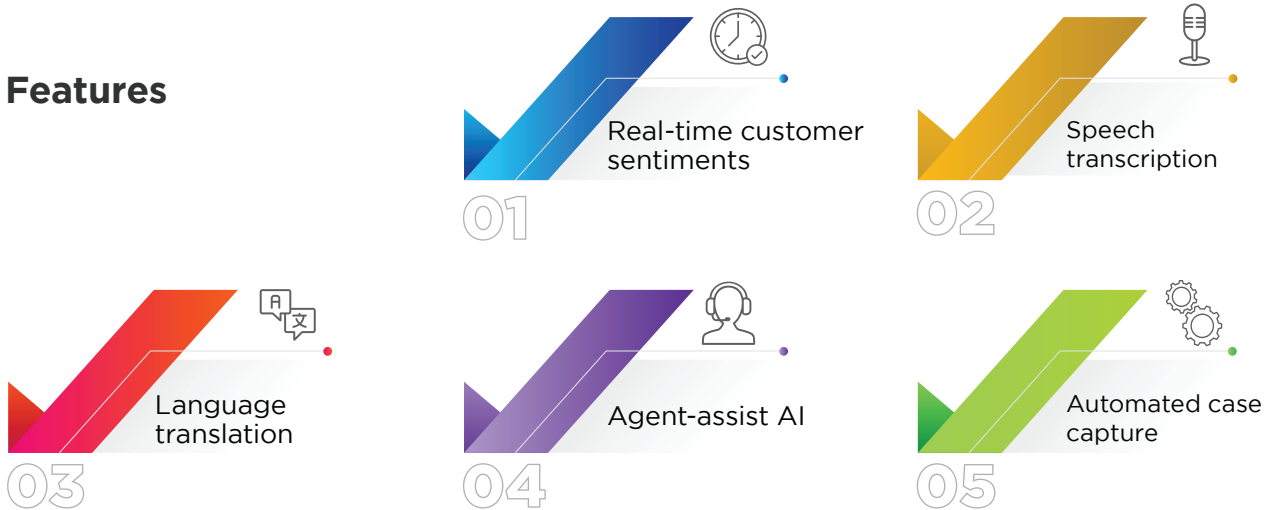
Our solutions



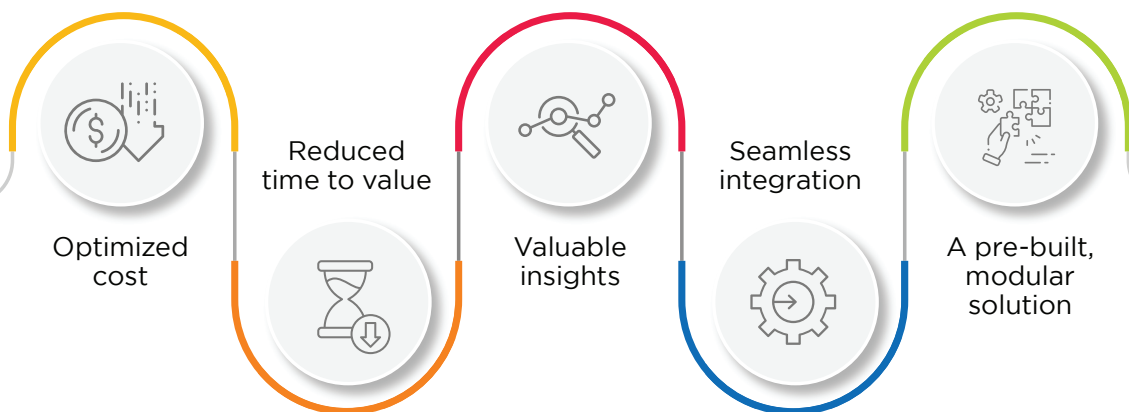
A. Fluid CCI (Contact Center Intelligence)

HCL Fluid CCI (contact center intelligence) brings next-generation **AI, automation, and analytics capabilities** to clients. Fluid CCI helps accelerate digital transformation and uncover hidden customer insights, intents, and emotions to elevate the agent, customer, and business experience. It is a perfect fit for large traditional banks that use premise-based contact center platforms such as Genesys Engage and Cisco Contact Center as well as new-age for fintech startups running on modern cloud contact centers.

Features



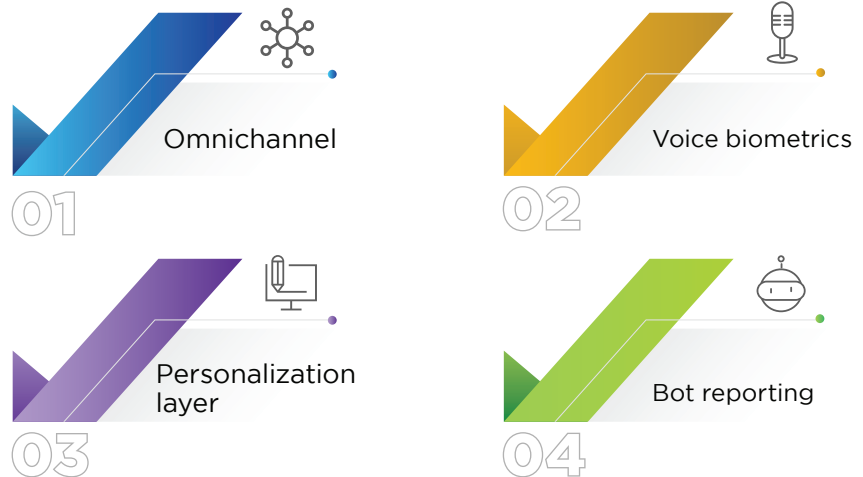
Benefits



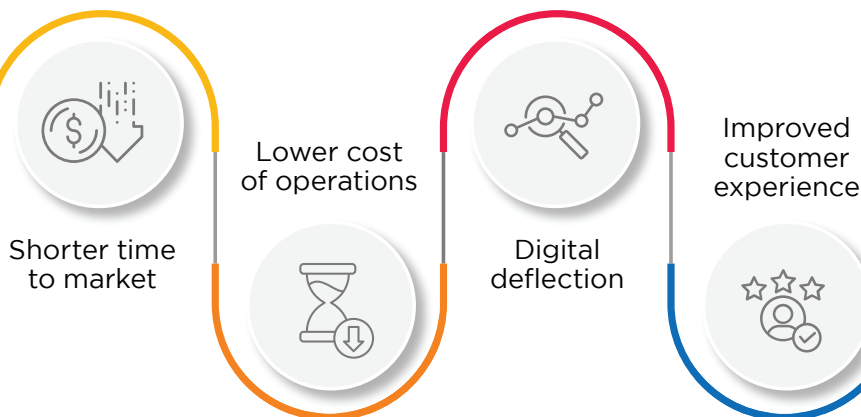
B. Ziva – Intelligence banking assistant

Ziva is HCL's conversational banking assistant and AI-based self-service solution for banking and financial transactions over voice, chat, SMS, and WhatsApp. Ziva's conversational banking technology helps in enhancing customer engagements and delivering accelerated time to market and return on investment. It replaces or augments traditional, touch-based, non-intuitive experiences with zero-touch, conversational, natural language understanding AI-based bots.

Features



Benefits



03

Our success stories

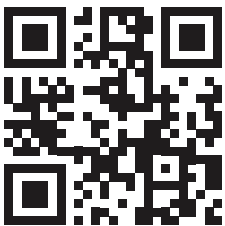
- › CX transformation for global oil major with cloud and AI using Amazon Connect and real-time speech analytics resulting in **AHT reduction by 18% and increase in FCR by 20%**
- › Re-defined customer engagements for financial services major with omnichannel – Voice, Chat, SMS, WhatsApp, and **Conversational AI-based bots** leveraging Amazon Connect and AWS CX
- › Service desk transformation with AI and Automation and migration from CAPEX heavy premise platform to Amazon Connect for a utility client, **resulting in a 30% cost reduction**



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 September 30, 2021, HCL has a consolidated revenue of US\$ 10.82 billion and its 187,634 ideapreneurs operate out of 50 countries. For more information, visit www.hcltech.com



www.hcltech.com