

**HCL**

# Digital Literacy Buddy (DLB)

Accelerating workforce dexterity to  
maximize your digital transformation



[www.hcltech.com](http://www.hcltech.com)

# Plan, measure, and optimize your digital adoption strategy



Investments in digital transformation continues to grow and we are seeing a massive increase in software spend across industries and domains globally. Despite this uptrend, organizations are seeing a low ROI on their digital transformation strategies.



A successful digital transformation starts with the users. Developing a workforce with the cognitive and social ability to leverage new competencies, data and technology in innovative ways is essential

for digital businesses to thrive in the current business landscape. This is where our digital dexterity solution comes into play. HCL Technologies' no-code digital adoption platform, **Digital Literacy Buddy (DLB)** enables digital literacy to maximize ROI and accelerate the impact of your digital transformation strategy. The platform identifies gaps and addresses problem areas to drive rapid adoption of your digital assets, tools and technologies, maximize the return on the software investment, without changing your underlying software.

## About HCL Technologies Digital Literacy Buddy (DLB)



HCL Technologies DLB bridges the gap between human ability and technological potential by forcing technology to adapt to users rather than users adapting to technology. HCL Technologies DLB is a software platform, that can be integrated with any web-based application.

It provides on-screen, real-time, interactive in-app guidance, automates repetitive workflows, provides intelligent insights on the user engagement across the underlying applications.

## Create data-driven experiences

Gain visibility into the tech stack as you measure, drive, and act to ultimately maximize the impact of your digital transformation strategy

### Business



### User

## Drive users to success

Drive user adoption of your digital assets with effortless digital experiences across your tech stack

*Powerful patented technology that unlocks visibility into your digital assets and empowers you to design user experiences like never before.*

# DLB framework

## Underlying technology

Our core, patented technology leverages machine learning and AI to identify user sentiments to drive users to success.

## Data and visibility

Provides complete visibility across the technology stack and data-driven insights to the business stakeholders to measure and drive digital transformation strategies.

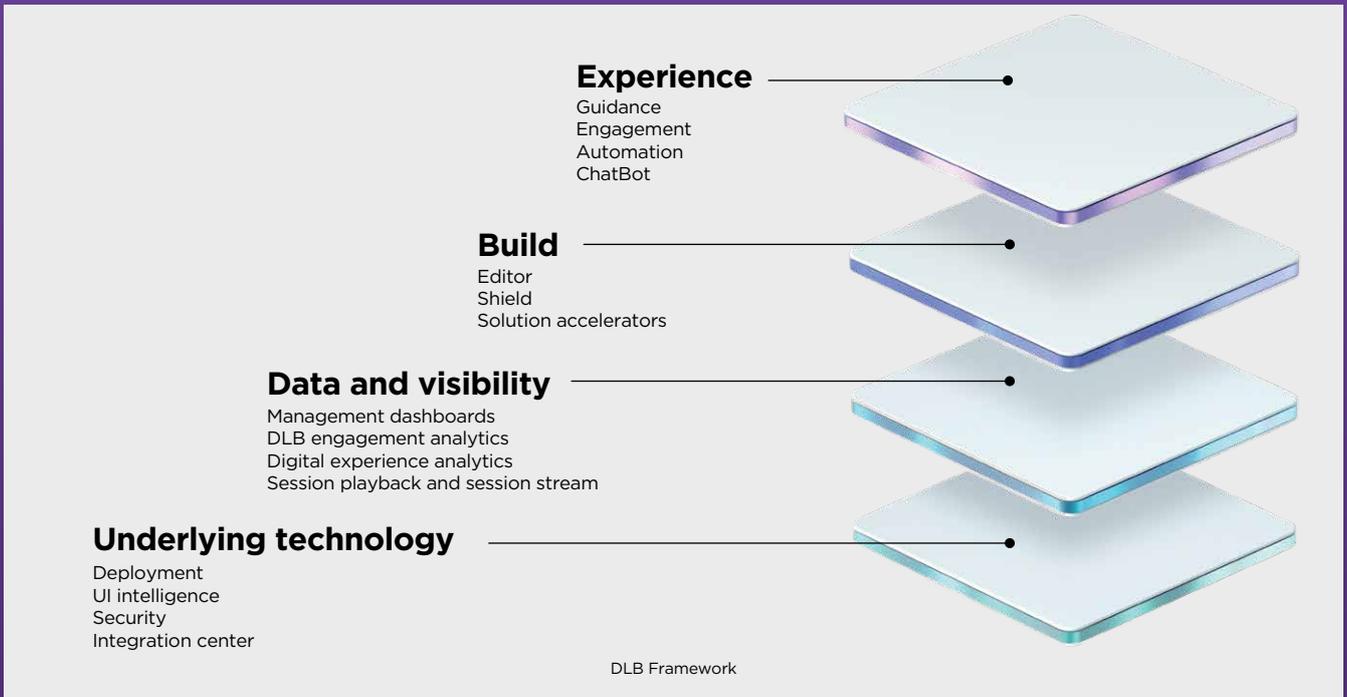
## Build

Allows you to create and test content, and gain access to pre-built content following DLB's best practices.

## Experience

User experience is the driving force of DLB. Design contextual and personalized experiences that engage and drive user adoption of your digital assets on web and desktop.

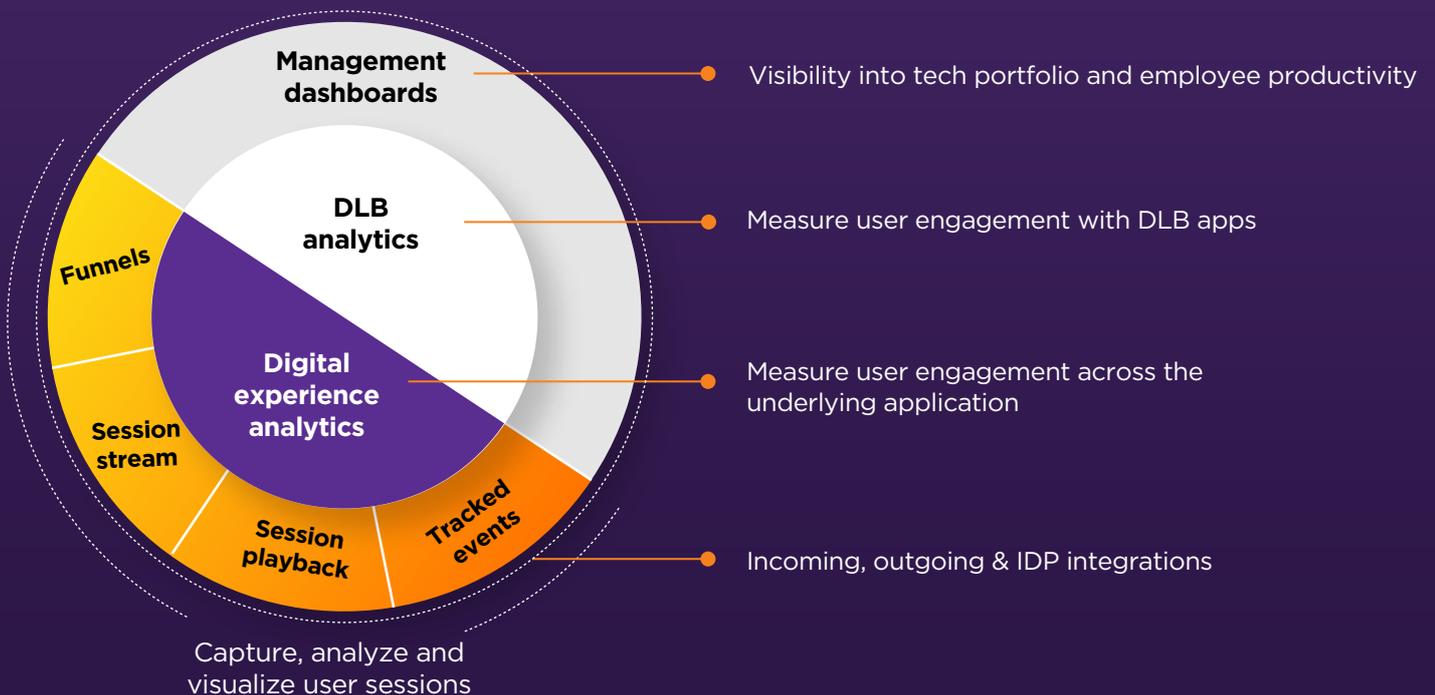




# Insights

## With DLB insights:

- Gain complete visibility into user journey to make data driven, agile decisions, empowering user adoption and meet business KPIs.
- Optimize digital experiences by understanding where users struggle, identifying underutilized and inefficient processes and features.
- Measure and analyze end-users' engagement across your underlying applications.



# Benefits



## Management and IT

Gain visibility into the technology stack and drive digital experiences that adapt to evolving business needs.



## Employee experience

Boost employee productivity and efficiency across any application by digitally empowering the workforce.



## Product experience

Ensure speedy, seamless product adoption thereby increasing customer retention and trial conversions.



## Customer experience

Maximize customer satisfaction and loyalty across digital journeys while lowering the cost of support overhead.

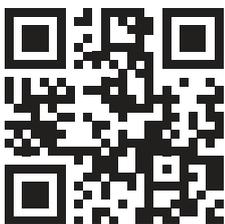
To know more about our Digital Adoption platform, please contact us at [dwp@hcl.com](mailto:dwp@hcl.com)



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. 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 June 30, 2022, HCL has a consolidated revenue of US\$ 11.79 billion and its 210,966 ideapreneurs operate out of 52 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)



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