Digital Literacy Buddy (DLB)

Accelerating workforce dexterity to maximize your digital transformation

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.

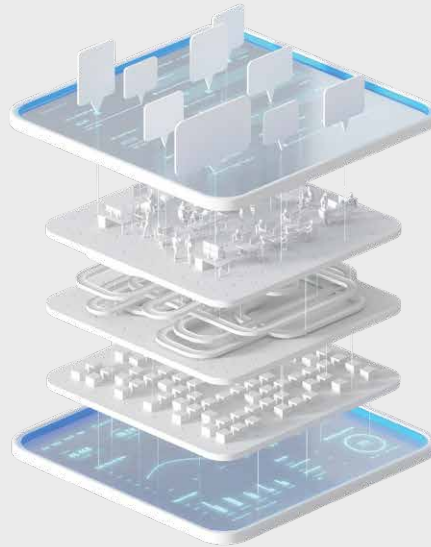## About HCL Technologies Digital Literacy Buddy (DLB)

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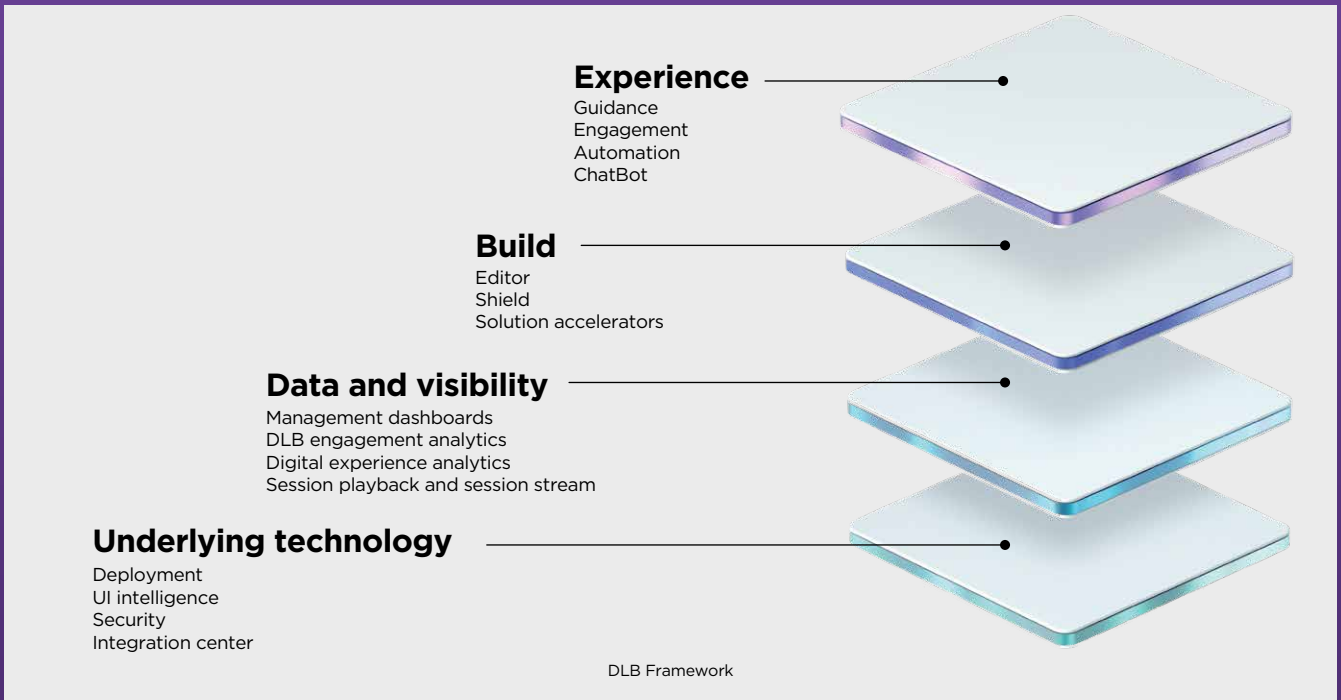
Build
Allows you to create and test content, and gain access to pre-built content following DLB's best practices.

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.
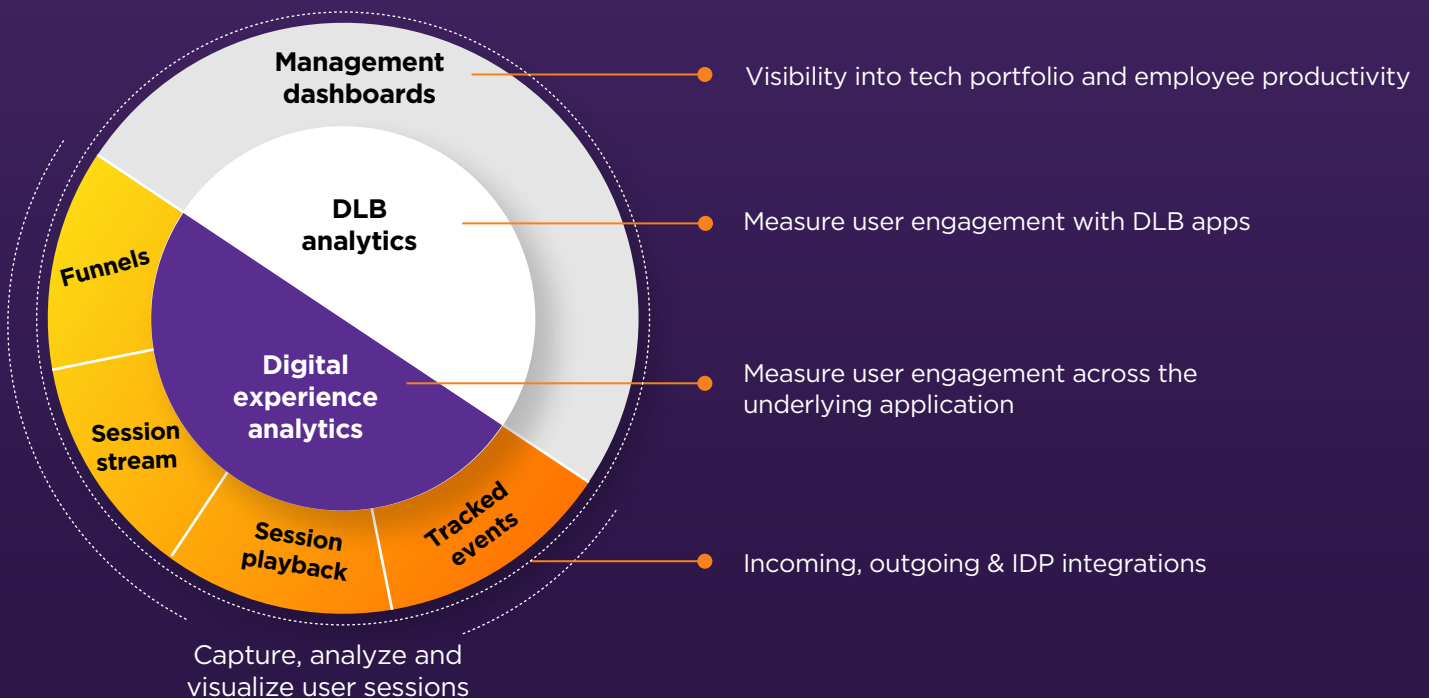
DLB Framework

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.

Visibility into tech portfolio and employee productivity

Measure user engagement with DLB apps

Measure user engagement across the underlying application

Incoming, outgoing & IDP integrations

Capture, analyze and visualize user sessions

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**