

Fluid Contact Center Solution Powered by Cisco

Driving your CCaaS transformation journey



Evolution of Contact Centers

Contact Centers have evolved drastically over the past couple of years. We are moving towards an era of modern-day contact centers driven by Generative AI, the need for better aligned customer service and conversational user interfaces. There is a lot happening in technology to enable a transition from a care paradigm dominated by human agents to one steered by AI technologies. Is the AI impact going to be the next big thing?

According to research by Gartner, Generative AI's biggest impact in customer experience lie in redefining customer service. A majority of business leaders see improving customer service and retention as the primary purpose of Generative AI within their contact center function. Key technologies like conversational IVR's, chatbots, agent assist systems and advance customer lifecycle management systems are becoming important and hence cannot be ignored.



Customer care leaders are facing their greatest challenge while enabling a next generation customer experience design

For contact center leaders, the challenge remains in meeting simultaneously, the tough commercial targets and rising customer expectation. The magnitude of technological changes and possibilities can be overwhelming as well. Customer care leaders should carefully plan the transition with a right transformation partner.



Core operations restructure



CX focused omni-channel design



AI / Gen AI / Agentic CC

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|---|--|--|
| <ul style="list-style-type: none"> ▪ Conversational IVR ▪ Gen AI enabled voicebots and chatbots ▪ Customer journey mapping ▪ Contact center monitoring ▪ Remote agent monitoring ▪ Outbound campaigns | <ul style="list-style-type: none"> ▪ Sentiment analysis ▪ WFM Agent wellness ▪ Reporting Recording ▪ Conversational user interfaces ▪ Video contact center ▪ Gen AI agent assist ▪ Agentic AI | <ul style="list-style-type: none"> ▪ Virtual queuing ▪ Fraud prevention ▪ CRM CDP integration ▪ Unified UI ▪ AI enabled predictive dialers ▪ Voice biometrics ▪ Self-service design |
|---|--|--|



Re-architecting your ideal contact center design

The route to hyper-efficient customer care while retaining customer centricity and personalization lies in the efficient assessment of the existing customer care design and then charting a transformative path to new technology adoption. Businesses should take a structured approach and focus on the following:



Re-architecting customer journeys

Revenue generation as part of the customer experience design has become a priority for one-third of business leaders. There is adoption of an omnichannel approach, but live phone communication is still preferred across all age groups.



AI- centric design

High levels of digital interactions have already become the decisive factor. Advanced chatbots, intelligent conversational IVR's, live analytics solutions can deliver effective solutions.



Skill enhancement modules

There is a significant need to embed AI-based tools to train and support customer care staff. AI-based agent support systems amplify resolution effectiveness and increase customer satisfaction.

CCaaS makes for a perfect choice by ticking all the right boxes

CCaaS makes for a strong business case by ticking all the right boxes. Modern CCaaS solutions offer a strong mix of AI, WFM and knowledge management capabilities. Key elements of CCaaS solutions that make it the right fit include:



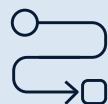
Contact Center Platform and Omnichannel Routing



Resource Management - WFM Capability



Process Orchestration



Knowledge Management and Integrations

Introducing HCLTech Fluid Contact Center Solution

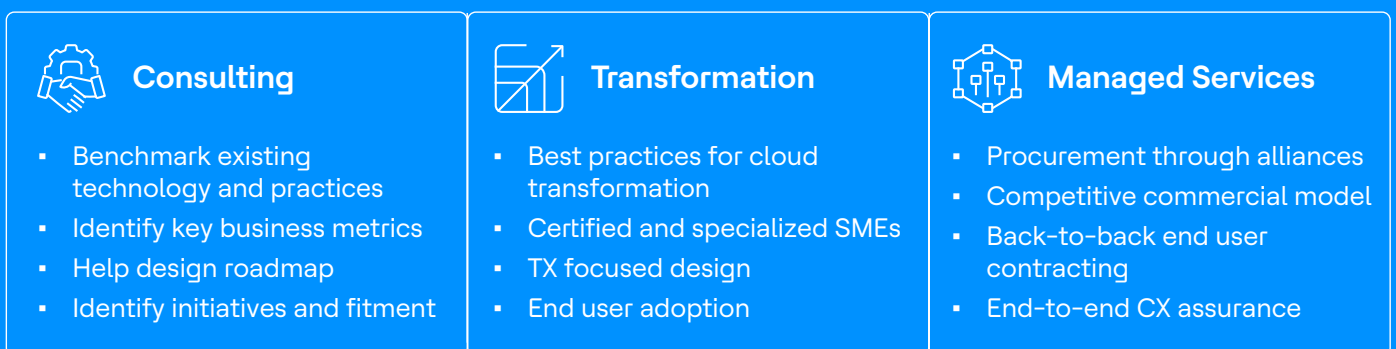
Powered by Cisco Webex

HCLTech offers end-to-end CCaaS transformation to organizations. Powered by Cisco, the solution enables feature-rich technology designs that meet the requirements of modern day contact centers and amplify customer satisfaction.



HCLTech offers end-to-end transformation including managed services.

Our capability to offer complete experience monitoring enables complete visibility and resilience for your webex contact center



HCLTech offers vertical specific use cases and solutions architectures to meet any client requirement across industry verticals



Industry specific chatbots

Proprietary vertical specific chatbots

- Ziva is our AI-based conversational assistant for banking industry
- Vaayu is our GenAI-based bot for the airline industry
- Arya is our customized AI-based chatbot for the utility industry



AI-enabled agent assist

HCLTech's AI-based agent workspace

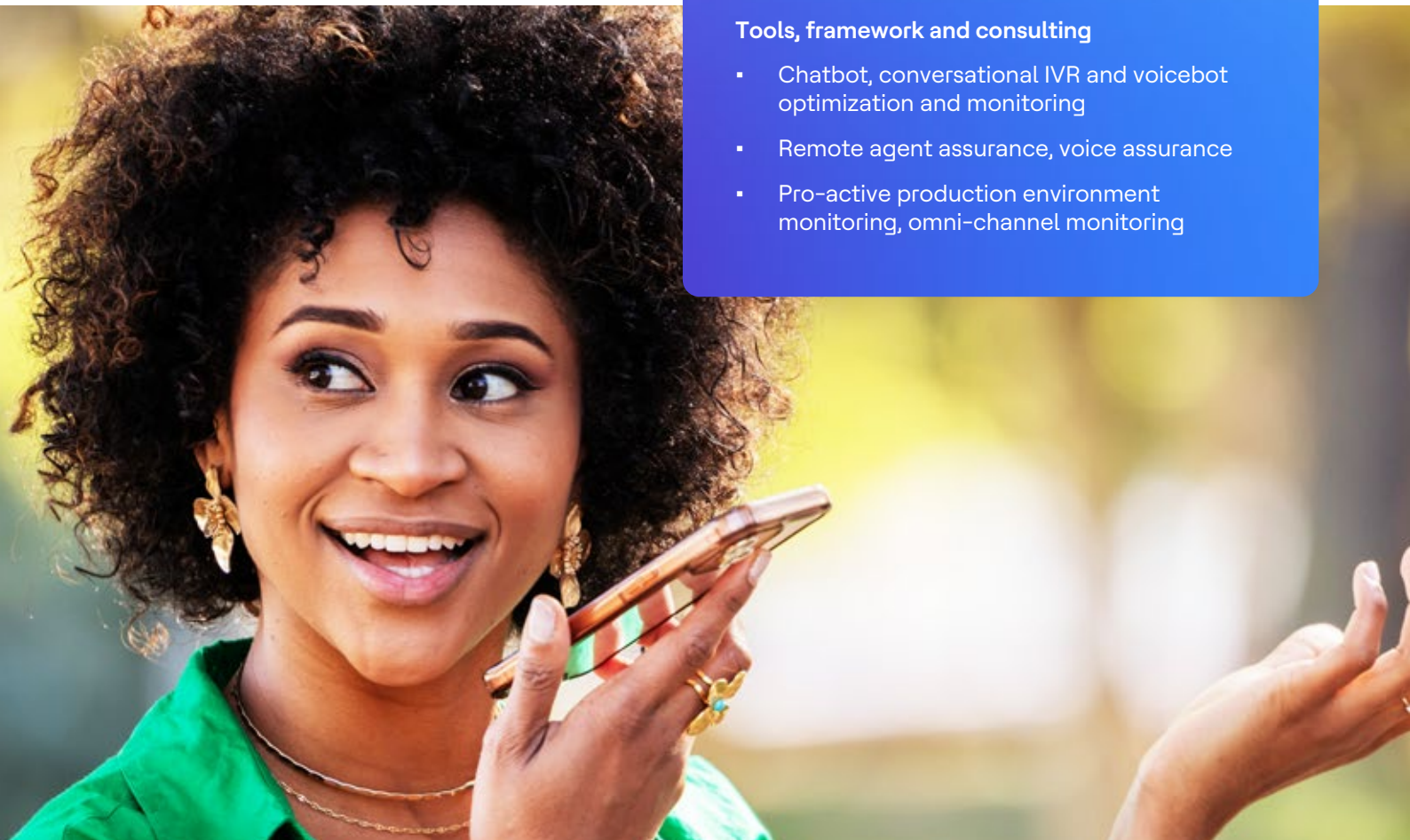
- Customer details and journey
- Interaction history of the consumer
- Issue resolution steps



CX Assured

Tools, framework and consulting

- Chatbot, conversational IVR and voicebot optimization and monitoring
- Remote agent assurance, voice assurance
- Pro-active production environment monitoring, omni-channel monitoring



GenAI Frameworks

HCLTech's GenAI framework that delivers measurable impact

- AI call routing
- Virtual agent
- Speech analytics

Delivering marked improvements

~30-40%

increase in testing efficiencies

~20-40%

reduction in MTRR

~80-90%

decrease in major incidents

~30-50%

increase in digital adoption

What you get with a combined power of Cisco and HCLTech ?



- Guided migration from on-premise to CCaaS
- Quick onboarding with out of box integrations
 - HCLTech's monitoring framework
 - Partner build enhancements
- Native microsoft teams integration
- Customizable reporting for business needs

Together we can deliver vertical specific use cases



Healthcare

- **Business Problem:** Missed appointments = Wasted doctor and medical staff
- **Solution:** Webex contact center leverages digital engagement for appointment reminders and critical post-surgery appointment scheduling



Financial Services

- **Business Problem:** Managing spikes in calls volume with limited human resources = Poor CX
- **Solution:** Webex contact center with HCLTech delivered conversational AI to drive work away from agents and lower costs



Travel and Logistics

- **Business Problem:** Managing timely communication for the customers
- **Solution:** Webex contact center can deliver just-in-time notifications with omni-channel experience, an industry-specific chatbot and conversational AI

Why HCLTech?

2000+ Trained Contact Center Professionals

HCLTech has a strength of 2000+ trained professionals in contact center technologies across 60+ countries. We have trained resources in GenAI to deliver complex GenAI use cases and vertical specific customer engagement requirement

6+ Consumer Experience Labs

Spread across key regions, these labs have readily deployed OEM solutions and use cases. We can enable a test environment for our client, hence reducing the time taken for deployment and live run

30+ Years of Experience in Contact Center

HCLTech FluidCC offers an early mover advantage with global presence. Our strong investments in CX labs and ready to be deployed use cases and frameworks make us the right partner for your transformation needs

Strong Partnership with Cisco

A strong 26+ years relationship with Cisco and the highest partner tier enables us to work closely integrated on joint use cases, vertical capabilities and combined consulting support. We leverage our partnership across the globe to deliver measurable impact for our clients



Gartner

Only provider in the Customers' Choice quadrant of the 2025 Gartner® Peer Insights™ Voice of the Customer for Managed Network Services and Custom Software Development Services

Gartner conducted the 2025 Gartner® Peer Insights™ Voice of Customer survey. HCLTech was the only vendor in the Customers' Choice quadrant for Managed Network Services and Custom Software Development Services worldwide, which we feel indicates our value and strong customer satisfaction among customers.

Disclaimer:

Gartner, Voice of the Customer for Managed Network Services, By Peer Community Contributor, 14 May 2025

Gartner, Voice of the Customer for Custom Software Development Services, Worldwide, By Peer Community Contributor, 26 July 2024

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HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to more than 226,600 people across 60 countries, delivering industry-leading capabilities centered around AI, digital, engineering, cloud and software, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, High Tech, Semiconductor, Telecom and Media, Retail and CPG, Mobility and Public Services. Consolidated revenues as of 12 months ending September 2025 totaled \$14.2 billion. To learn how we can supercharge progress for you, visit hcltech.com.

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