LET'S TALK
APPLICATIONS

Service in the Digital Age

HCL

ACHIEVING SERVICE EXCELLENCE WITH NEXT-GENERATION CRM

CEMENT LOYALTY AND ADVOCACY

Providing good customer service isn't as easy as it used to be. Once upon a time customers were happy to write to you, call you or come, and see you. Today they expect much, much more. They want to communicate through whatever channel is most convenient to them –mobile, email, web, call center, chat, social - and they want answers fast. They expect you to know about them and their needs and they don't want to have to explain themselves multiple times.

Sadly, conventional CRM systems weren't set up for the digital world we are living in today. They can't cope with multiple channels and, more often than not, they don't supply all the information that is needed. To cement loyalty and advocacy you need more functionality than they can provide, particularly in the following areas.

"Over 50% of respondents indicated that a good customer service experience led them to purchase more from the company."

1/ HELPING CUSTOMERS HELP THEMSELVES

When today's customers need help, they want it quickly and conveniently, when and where they need it. The good news is that they are also prepared to support themselves. In surveys around 70% of respondents said they preferred self-service to speaking to a company representative. With CRM systems that provide interactive\self-support you can rapidly deliver answers to the questions customers ask most frequently, improving the service you provide while allowing your customer support personnel to focus on more complex issues.

2/ MINGLING SOCIALLY

Social media has become a very powerful force. Every day millions of conversations take place and there is no doubt that those conversations influence how consumers feel about companies' products and services – positively and negatively. The latest social listening applications help you keep your finger on the pulse of those conversations. Using them, you can not only monitor individual conversations and act quickly to rectify any dissatisfaction, you can also monitor overall sentiment about your products and services.
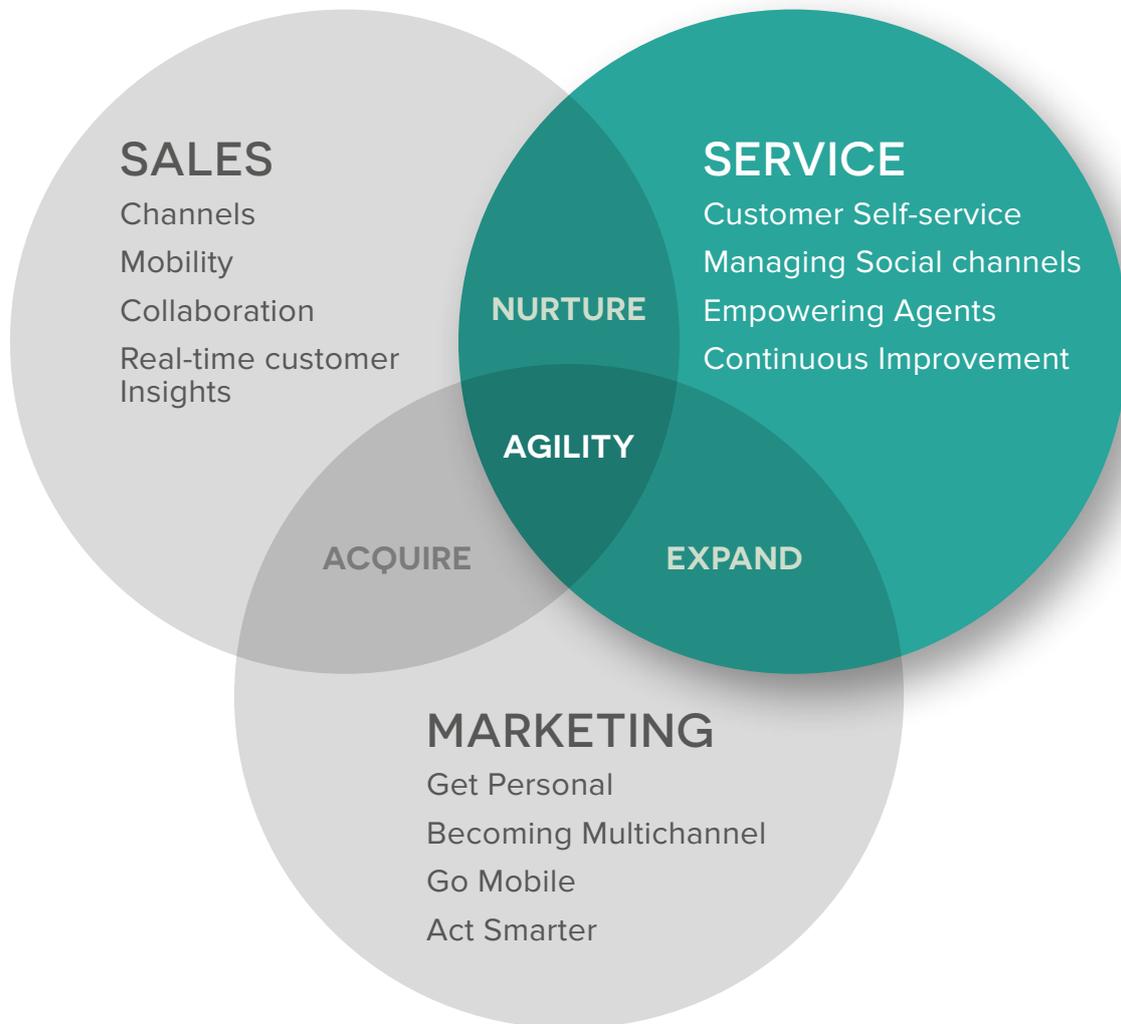
3/ EMPOWERING AGENTS

With customers willing and able to communicate across all channels your customer support agents need much more sophistication in how they interact with customers. Not only do they need to be able to use the channels your customers want to use – web, chat, social, phone – they also need to have all the information, from every interaction on every channel, at their fingertips. Only then can they respond knowledgeably to enquiries, answer questions quickly, and simplify the whole customer experience.

4/ CONTINUOUSLY IMPROVING

And getting your service right isn't a one-time initiative. You must be constantly assessing the experiences you provide to your customers and how they feel about it. Social listening can be enormously helpful here, allowing you to quickly spot sentiment trends. So, too, can online and email surveys, and information collected through your customer support agents. Giving your customers the opportunity to give feedback on their experiences enables you to rectify bad experiences, build on good ones, improve overall service levels, and drive greater loyalty and advocacy.

NEXT GENERATION CRM

SALES
Channels

Mobility

Collaboration

Real-time customer Insights

SERVICE
Customer Self-service

Managing Social channels

Empowering Agents

Continuous Improvement

NURTURE

AGILITY

ACQUIRE

EXPAND

MARKETING
Get Personal

Becoming Multichannel

Go Mobile

Act Smarter

AGILITY
- the crucial key to success

Traditional CRM solutions were notoriously long-winded to implement and difficult to change. With the result that IT departments found it hard to keep up with the changing needs of the business.

Next-generation CRM systems, often based on cloud technologies, are built on platforms that make it much easier to configure and customize them. In many cases business users can make changes themselves, with no need for IT involvement. As a result, new functionality can be added in days and weeks, rather than months and years, increasing business agility.

GET IN TOUCH

At HCL we are continuously working to deliver next-generation CRM projects that help sell the way customers want to buy. We would be delighted to discuss how we can help you.

To get in touch please:

Email: integrated.applications@hcl.com

Visit: www.hcltech.com

www.hcltech.com

ABOUT HCL

With revenues of $6.5 billion, employing 100,000 technology experts and operating in 31 countries worldwide, HCL is a leading global technology services provider. HCL helps its clients transform their business and IT assets, deliver complex Digital Systems Integration programs and operate their application and infrastructure estates.

HCL's Digital Systems Integration business works with its clients to drive business outcomes through large IT program delivery. HCL employs 15,000 systems integration experts.
We are established partners with leading enterprise application providers—SAP, Oracle and Microsoft.

Our propositions include:

- Global deployment
- Instance consolidation
- Fundamental cost reduction
- Target operating model transformation
- Benefits delivery
- Large program management
- Applications development
- Design, build and run services

TRUE GLOBAL DELIVERY

HCL operates as a single global organisation, allowing us to deploy consulting teams that leverage proven industry and solution best practices from our offices and delivery centres around the world.