HCL

FAST FORWARD TO THE
NEXT GEN DIGITAL FUTURE
WITH HCL'S IMPACTFUL EXPERIENCES–DRIVEN DIGITAL PLATFORM

Platform for
eXperience Management
(PXM)

Setting up a global multi-brand, multi-channel and multi-lingual platform?

Looking for improved collaboration between stakeholders?

Want better returns on your digital initiatives at a lower cost?

Need business self-service on your digital properties thereby reducing dependence on IT?

Want to harness the potential of social media?

Trying to understand what people are saying about you?

Want to make your content more relevant?

Trying to build a consistent brand voice?

Looking to extend digital reach and impact?

PLATFORM FOR eXPERIENCE MANAGEMENT

In many ways, Digital is the new face of your business. It has transformed the way you do business and engage with customers. As a result, you have to deliver experiences that are dynamic, targeted, consistent, and cross-channel. However, in order to keep the new–age customer coming back for more, you have to adapt, keep pace and deliver impact-driven agile digital experiences across the Web, Mobile and social platforms.

If you are an enterprise, looking to fast track your digital journey, then all you have to do is move to HCL's next-gen Platform for eXperience Management (PXM). PXM contains a "JumpStart" kit, a repository of reusable digital experience capabilities that enables you to quickly onboard and start rolling out digital initiatives more efficiently.

Our proven program execution model and rich experience ensure repeatable success.
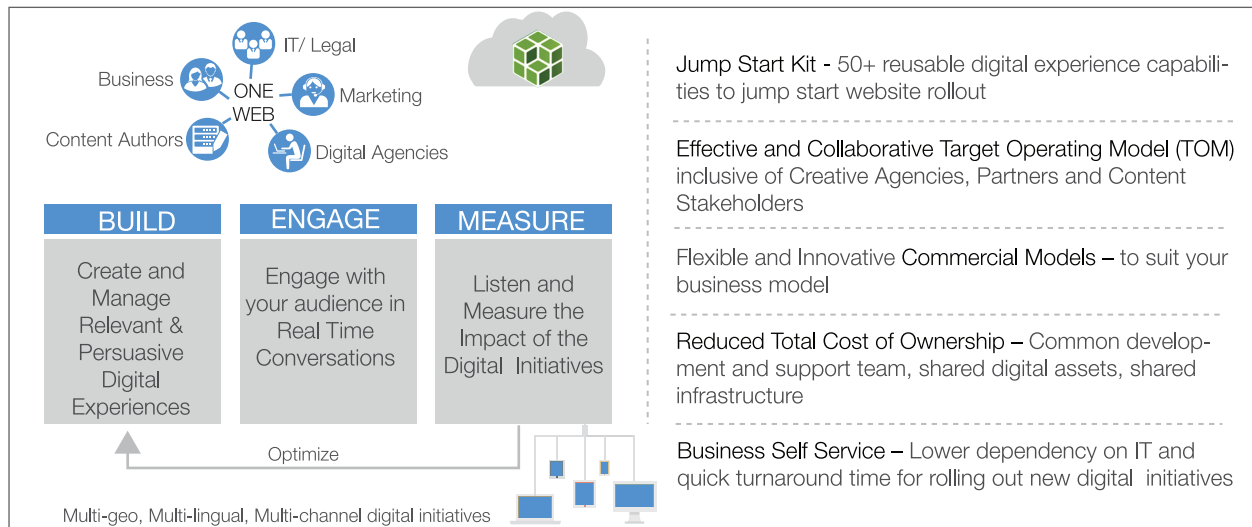
Powered by a combination of best of breed industry leading technologies, the PXM enables marketers to efficiently create, deliver and optimize exceptional and long lasting user experiences
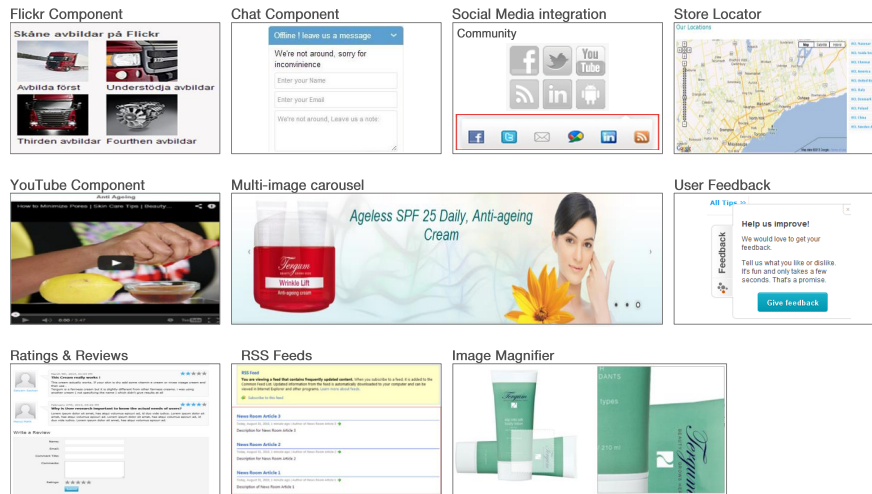
- **Experience Strategy & Design** to create consistently impactful experiences across relevant channels and touch points

- **Experience Management & Delivery** to enable differentiated experiences in multichannel marketing campaigns, customer & commerce self-service capabilities, multi-lingual global websites and other digital initiatives. It also helps you roll-out digital offerings to engage with your audience at the right moment

- **Experience Measurement & Optimization** to drive the user engagement to the next level by delivering rich insights into the user experience of digital offerings

KEY FEATURES

PXM is a ready-to-use, secure, and easily deployable Cloud hosted digital experience platform with a jumpstart kit loaded with over 50 reusable Web experience capabilities. In addition, it:

- Facilitates collaboration among content stakeholders, digital agencies, content authors , partners and IT across the globe

- Adopts and promotes reuse of User Experience (UX) best practices

- Leverages the Reuse- Reduce-Recycle paradigm to lower operational costs and time-to-market for new digital initiatives

- Offers flexible and innovative commercial models to suit any business model

JUMPSTART YOUR DIGITAL INITIATIVES

Flickr Component

Chat Component

Social Media integration

Store Locator

YouTube Component

Multi-image carousel

User Feedback

Ratings & Reviews

RSS Feeds

Image Magnifier

RENDITION AND UI CAPABILITIES

- YouTube video player
- Flickr image component
- Image magnifier
- Text resizer
- Language picker
- Tabbed layout
- Accordion
- iFrame component

SOCIAL CAPABILITIES

- Social Integration and sharing

SEARCH CAPABILITIES

- Tag cloud component
- Google search

USER ENGAGEMENT CAPABILITIES

- Live Chat
- User feedback
- Store locater/maps
- Promotion listing
- News archive
- Browser based targeting
- User polls
- RSS Feeds
- Login and Registration

COLLABORATION CAPABILITIES

- Flash component

… and more 50+ reusable capabilities

PXM – BENEFITS AT A GLANCE

- Enterprise-wide development platform for delivering content-rich digital initiatives

- Leverages best practices and is ready to use – hence saves development and testing effort –

- Enables quicker launch of digital initiatives

- Stable user experience components

- Reduction in overall TCO - no additional cost for the JumpStart kit due to shared hosting, digital assets, and shared support team

- Enables business self service

HERE IS HOW WE HELPED OUR CLIENTS

A Leading Australian Banking Conglomerate

The bank was struggling to scale up their legacy CMS to meet their dynamic digital marketing needs and was incurring huge operational costs in managing their digital initiatives.

To overcome these challenges, HCL helped them migrate their brand sites to a scalable and leading digital platform. Subsequently leveraging the JumpStart kit, the digital platform was configured to enabling the bank to roll out its digital initiatives with ease.

Benefits Delivered

- 80% reduction in Time-To-Market for new digital initiatives
- 40% reduction in overall operational costs
- 60% cost reduction in rolling out new digital initiatives
- Improved the content creation and publishing process
- Enabled real-time customer targeting
- Enabled the marketing team to manage digital campaigns independently

World's 2nd Largest Pharmaceutical Brand

The brand runs 1000+ medical knowledge and collaboration sites, which needed regular updates and comply to FDA norms. With the continuously growing volume, building and maintaining these sites was becoming tedious and time consuming.

Our next generation digital experience capabilities delivered a scalable, robust and cost-effective digital solution to enable faster and effective website implementation by replicating them quickly using the reusable components for creating templates and pages.

Benefits Delivered

- 28% reduction in Time-To-Market for new language website
- **$5000** savings per site for right to left text orientation controlled by the theme
- 40% reduction in costs of implementing a new language website

World's Leading Fast Food Retailer

The restaurant brand team has little control over the numerous local agencies working for them. There was no asset reuse and the costs were steadily climbing up. Thus, the decided to bring together all their agencies to streamline the digital marketing and branding process.

HCL helped the client by building a global digital marketing platform that enabled reuse and quick roll out of their digital marketing initiatives across geographies.

Benefits Delivered

- 60% reduction in Time-To-Market for new digital initiatives using the JSK capabilities
- Reduced website development costs ($10-12K for smaller markets and $20-25K for larger markets)
- The average campaign turnaround time came down to 3-4 weeks from 2-3 months
- Integration with QR Technology to enable its consumers access the nutritional information about their food using a QR code helping them establish consumer trust and goodwill

A US Based Financial Institution

The financial institution maintained its websites globally using a J2EE based homegrown system to keep its members informed and updated about regionally relevant programs. However, they were finding it difficult to manage the rapidly growing volume of content.

HCL took the initiative to design and deliver a scalable and flexible web solution and offered a one-stop next generation digital platform to simplify the content management & publishing.

Benefits Delivered

- 23% increase in unique traffic on the sites
- Improved web traffic to their website for Mongolia by **63%** and to the official website for China by **84%**
- 75% reduction in Time-To-Market for new digital initiatives
- Established an easy to use framework to create multi-lingual websites with localized content

No matter where you stand in your digital journey, HCL's next-gen digital experience platform, in-depth expertise, robust services and proven implementation capabilities can help you achieve your business objectives. Whether you need to build, manage or measure your digital landscape, our specialists can help you evaluate and plan your digital roadmap.