HCL

DIGITAL EXPERIENCE PLATFORM SERVICES THAT POWER YOUR JOURNEY TO GREAT

HCL's Digital Marketing solution for the CPG Industry

CMO Perspective

CPG INDUSTRY -
A QUICK VIEW OF DIGITALIZATION

Digital enables anytime/ anywhere transactions and adds agility, speed to every aspect of business including people, processes, and platforms. We at HCL, believe CPG companies should take advantage of the below mentioned technology trends to gain the competitive edge they require to fulfill the desires of the end-consumer and stay relevant in the market:

▸ 360 degree view of the customer through a data driven supply chain automating the flow of data to derive insights from every stakeholder in the value chain.

▸ Direct-to-consumer engagement model allowing companies to build authentic customer engagement, thereby increasing brand loyalty.

▸ Digital Supply Networks to enhance real-time inventory visibility and makes the value chain more connected, scalable, intelligent and rapid.

▸ Subscription commerce across IoT-enabled devices for smart replenishment process resulting in increased customer lifetime value.

▸ Employee productivity applications across physical devices will help them in cross-selling and up-selling with a consultative approach by having visibility of customer needs.

THE SHIFTING CMO PRIORITIES

Disruption in marketing trends is being driven by technology. it has become an integral and disruptive force in the current marketing landscape, leading to a fundamental shift in priorities for the CMOs. The top priorities as stated by CMOs are:

Measure and Drive Marketing Effectiveness

▸ Identify the right KPIs and metrics
▸ Capture the essential data and rapidly convert it into actionable insights
▸ Enable Data driven optimization

Drive Brand Effectiveness

▸ Consistent brand experiences across multiple geographies while accommodating local values and needs
▸ Multi-stakeholder collaboration to effectively globalize the brand
▸ Omni-channel customer experience, converting touchpoints into business opportunities

Speed to Market

▸ Agility to stay relevant and competitive
▸ Technology driven business empowerment with reduced dependency on IT

DIGITAL MARKETING AT HCL

At HCL, we understand that there is an urgent need to break down the silo mentality and build a unified, integrated, and synchronized digital ecosystem. Such an ecosystem is a hotbed of possibilities and enables you to place the customer at the center of your strategy, delivering services across the Engage-Sell-Serve cycle of a customer's journey.

The focus of HCL's digital marketing services is to transform customer experiences aligned to modern digital channels across the customer journey touchpoints. The key digital marketing solution themes adopted are:

Data Driven

There is an ever expanding set of data sources which characterize customer behavior. The challenge is to turn that data into insights which can build a strong foundation to give your business a competitive advantage. HCL's focus is to leverage data from all possible sources to build a real-time holistic view of the customer profile and use this data in a test - optimize methodology to enhance the overall experiences through its digital marketing solution.

Experience Led

All the digital market services at HCL begin by mapping the customer journey across the Engage-Sell-Serve cycle and identifying opportunities to redefine these journeys and elevate the experiences. Customer journey remains the focal point of all digital initiatives.

Brand Velocity

Enable rapid delivery and rollout of digital marketing initiatives by empowering marketers with the effective tools and reducing dependency on IT.

Key components of HCL's Digital Marketing Solutions are as follows:

- **Data enablers to define the right set of KPIs and metrics to enable measurement and drive marketing optimization and effectiveness**

  ▸ KPI Studio - define business specific KPIs and metrics, accelerate analytics implementation and reporting, set and monitor alerts

  ▸ Socialytics - Integrate content from across all social channels, derive insights, sentiment analysis and impact analysis and provide opportunities to take remedial action in real time

  ▸ Marketing Optimization - Enhance the experiences and deliver meaningful content through the garnered data to effectively target and test-deliver best possible experiences

- **Brand enablers to allow global collaboration and brand/ experience activities**

  ▸ Collaboration Tools - processes, checklists, and frameworks to enable collaboration with digital agencies and other third party service providers

▸ Omniverse - NLP, machine learning, and AI driven consumer-brand interaction platform to open up real-time, human like communication channels for round-the-clock brand interaction and customer service

▸ Versatile Search - enable next generation search capabilities using AI and NLP techniques

▸ Campaign Integration - tools, checklists, and process documents to enable end-to-end marketing campaign operations across various channels

▸ Digital Marketing Maturity Framework - to assess the current maturity of the brand's digital presence and provide a robust blueprint to increase maturity

- **Marketing Accelerators**

  ▸ Component and Template Library - collection of over 200 components and templates to reduce development time in building standard web and mobile functionalities

  ▸ Headless Commerce Framework - to rapidly plug-in commerce capabilities in addition-to the existing digital marketing platform

HCL ADDRESSES CMO PRIORITIES

Digital Marketing Solutions from HCL enables marketers to address the current marketing challenges by delivering unified, contextual customer experiences across various channels and journey touch points.

Component Library	Template Libraries	Integrated Commerce	Versatile Search
Consumer Insights	Social Publishing	Integrated Campaigns	Analytics Onboarding Framework

- **Setup and manage the Global Digital Engagement Platform for a global food services retailer, supporting them through our digital marketing solutions.**

  - Rollout of over 70 sites and global mobile app across 20 geographies in more than 10 languages enabling consistent branding on a global scale, generating over 45 million page views a month.

  - End-to-end tracking implemented on the websites, social media platforms, and mobile app with the right set of KPIs and metrics defined for effective business reporting.

- Minimized the cost of launching new sites and on boarding new markets by 60-80%.

- Reduced turnaround times to launch digital marketing campaigns by 45-50%.

To know more write to: **digitaltransformation@hcl.com**

SERVICE PORTFOLIO

HCL believes that in order to stay ahead of digital marketing trends, a range of services including advisory, user experience design, implementation, digital operations, support, and optimization are needed, along with a keen focus on rapid innovation and agile delivery.

Strategy	Digital Strategy & Roadmap	Digital Platform Selection	Content Planning & Roadmap	Campaign Planning & Roadmap	Analytics and Measurement
Experience Design	Digital Creative	User Experience Research	Web Experience Design	Social Media Experience Design	Mobile Experience Design
Technology Implementation	Web Content Management Systems	DMP – Customer 360	Digital Commerce	Community and Social Media	Customer Relationship Management
	Analytics and Optimization	Mobile Web and Native Applications	Business Intelligence	Responsive Web Design	Real Time Customer Interaction
Marketing Operations	Campaign Planning and Automation	E-mail Campaign Operations	Push Notifications	SEO/SEM	Social Campaign
Platform Offerings	Design and Setup	Cloud Migration/ Adoption	Performance Management	DevOps	Onboarding / Rollout
Engagement Offerings	Consulting Services	Global Delivery Model	Agency Services	Managed Services	Staff Augmentation

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