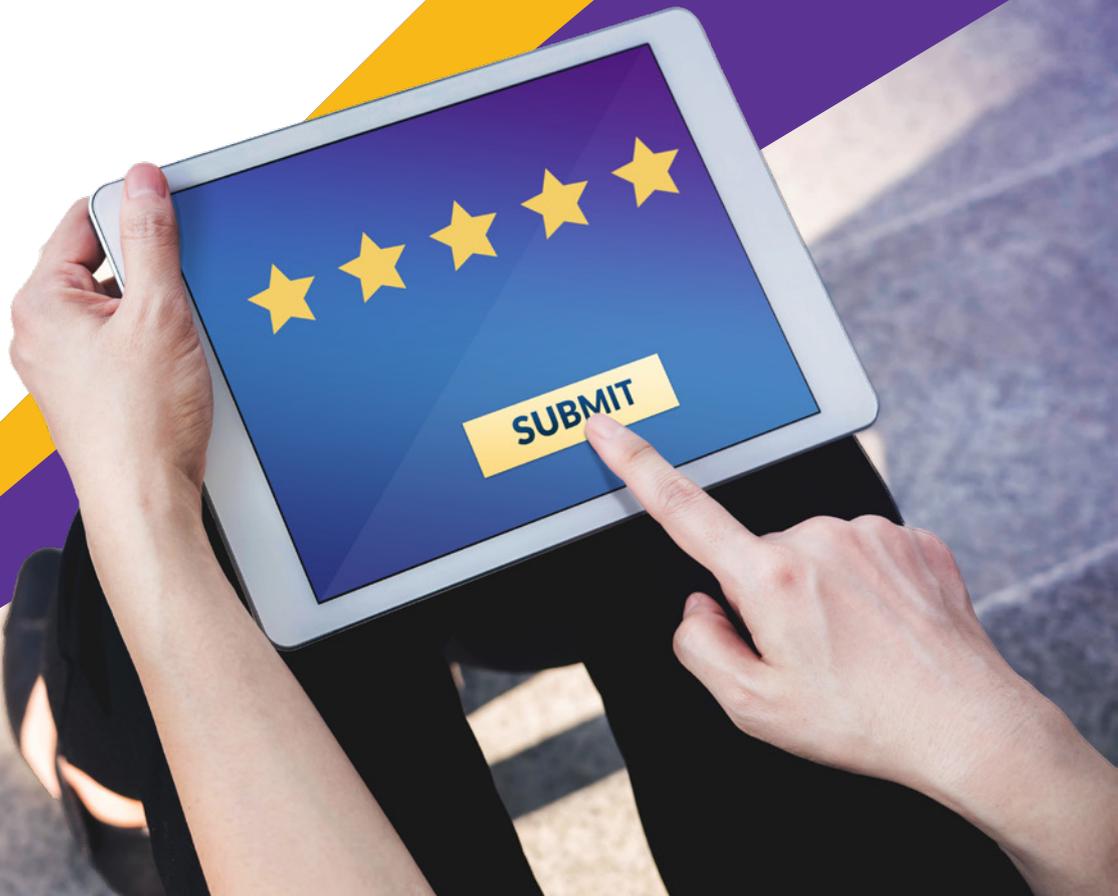


***HCL***

# **HCL's SAP CX strategy and roadmap assessment**



# The shift to a digital economy has accelerated. Has your CX (Customer Experience) strategy and platform evolved at pace?

The rise of the well-informed digital consumer means that simply managing customer relationships is no longer enough. Organizations that embrace and enable an exceptional customer experience are now the companies that will survive, disrupt, and succeed.

Customers expect a personalized, responsive end-to-end experience across all touchpoints with a business. Delivering this requires a customer-centric strategy supported by a holistic customer experience platform – one that is secure, scalable, integrated and truly enterprise-grade with a modern UX.

## Improve your existing customer experience platform with an holistic CX assessment

HCL's CX Assessment Framework has been designed to review your existing CX & eCommerce platform and business strategy. We recommend ways to improve your existing CX platform, focussing on the adoption of technology that is open to innovation, and easily upgradable and scalable to accommodate multiple business units, geographies and brands so you can:



### Be future-ready and disruption-proof

by continuous modernization and innovation



### Improve customer experience

with end-to-end omnichannel experience



### Attract and retain customers

with a customer-centric CX platform



### Enhance productivity of field and customer service agents

by harmonizing front-office engagements and back-office processes



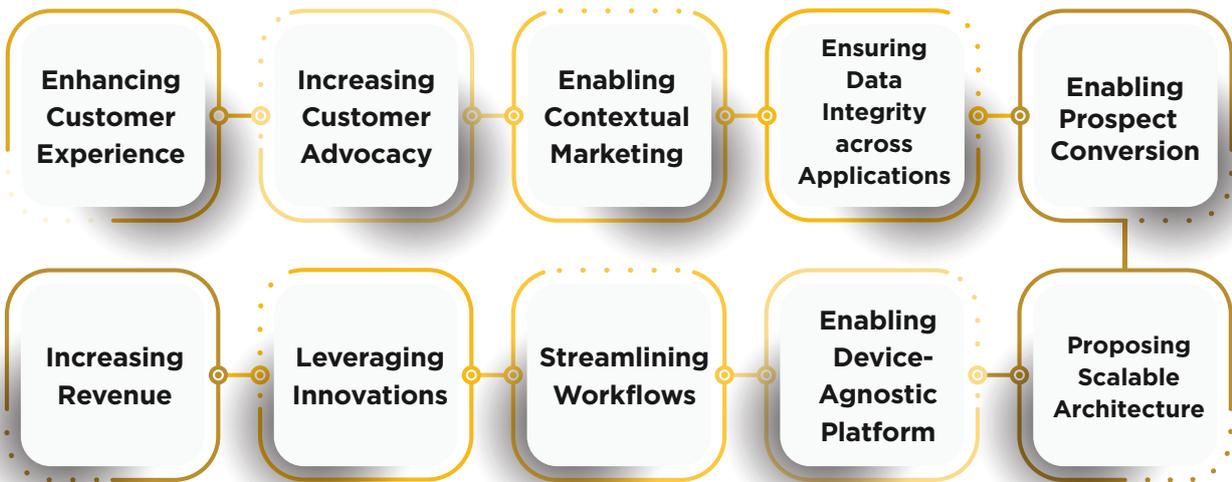
### Reduce operating costs and increase revenue

through self-service

## Flexible and scalable to meet changing market requirements

Our CX Assessment aligns with business strategy and is the first step to designing a holistic CX platform that can address end-to-end processes for every customer touch point with integrations to backend ERP and 3rd-party applications, including those for Marketing, Billing, Sales, Service, PIM, DAM, and Analytics.

## Our Assessment focuses on:



- Maximize revenue by optimizing and streamlining user journeys and workflows
- Improving overall customer experience across all customer touchpoints
- Ways to make the SAP CX platform future-ready by adopting new technologies and innovations

## Full end-to-end Assessment scope



HCL's SAP CX Assessment helps you discover the capabilities of the SAP CX Cloud and develop a roadmap and a blueprint that is aligned with your business and IT strategies.

We review your existing commerce platform or strategy and provide unbiased recommendations on ways to upgrade your CX platform, including:

Steps needed to build a **flexible and scalable SAP CX platform**

How to **optimize platform performance**

Ways to **improve performance and efficiency** following a review of upstream and downstream applications integrated with SAP CX platform

Options based on best practices in CX and eCommerce

## The scope includes:

### End-to-end assessment of your CX ecosystem

- o Current state evaluation
- o Architecture analysis
- o Environment and infrastructure
- o Process, methodologies and tools

### Alignment of IT strategy with business drivers

- o Roadmap and future readiness
- o Upgrade
- o Move to cloud
- o Automation and optimization of customer-facing business processes

### Digital transformation strategy

- o Experience-centric
- o Industry trends
- o Technology innovations
- o Alignment with reference architecture

Interested in learning more? Please get in touch: [SAP@hcl.com](mailto:SAP@hcl.com)

**HCL**

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2020, HCL has a consolidated revenue of US\$ 10 billion and its 159,682 ideapreneurs operate out of 50 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)



[www.hcltech.com](http://www.hcltech.com)