HCL's SAP CX strategy and roadmap assessment
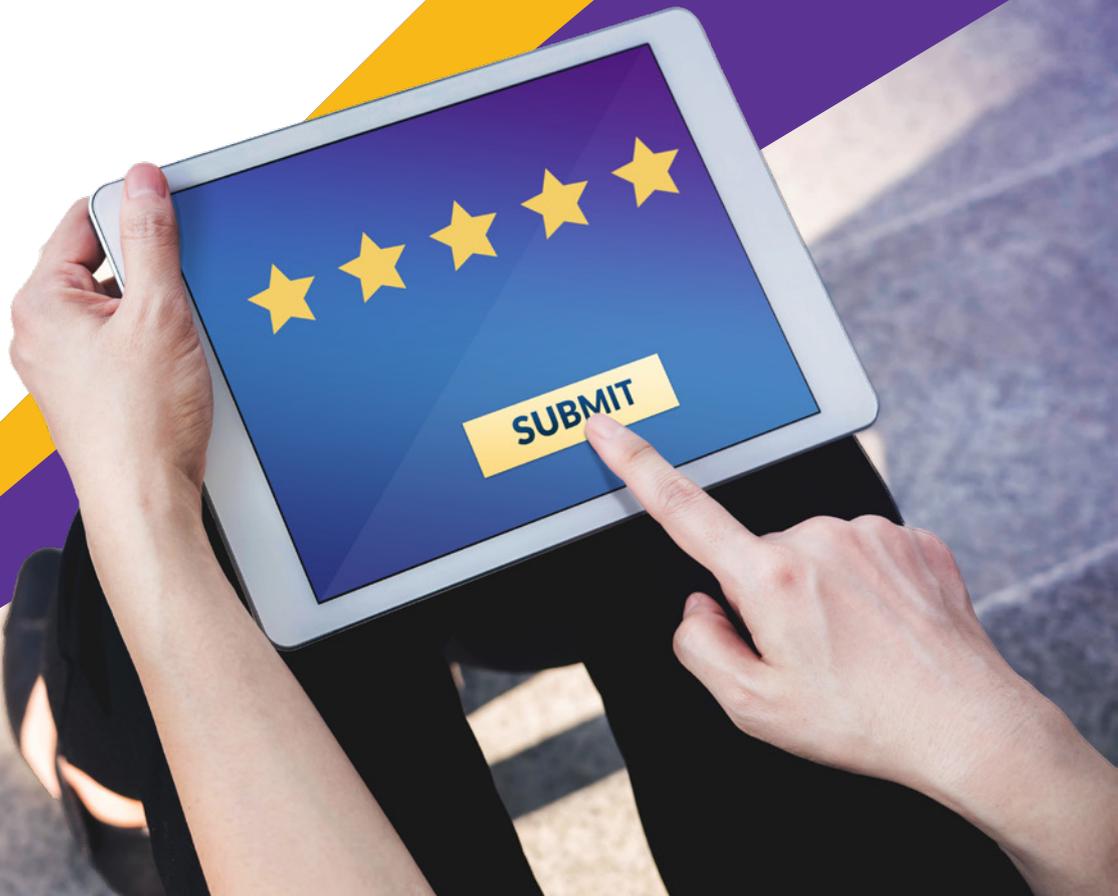
The shift to a digital economy has accelerated. Has your CX (Customer Experience) strategy and platform evolved at pace?

The rise of the well-informed digital consumer means that simply managing customer relationships is no longer enough. Oganizations 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:

Enhancing Customer Experience	Increasing Customer Advocacy	Enabling Contextual Marketing	Ensuring Data Integrity across Applications	Enabling Prospect Conversion

Increasing Revenue	Leveraging Innovations	Streamlining Workflows	Enabling Device-Agnostic Platform	Proposing Scalable Architecture
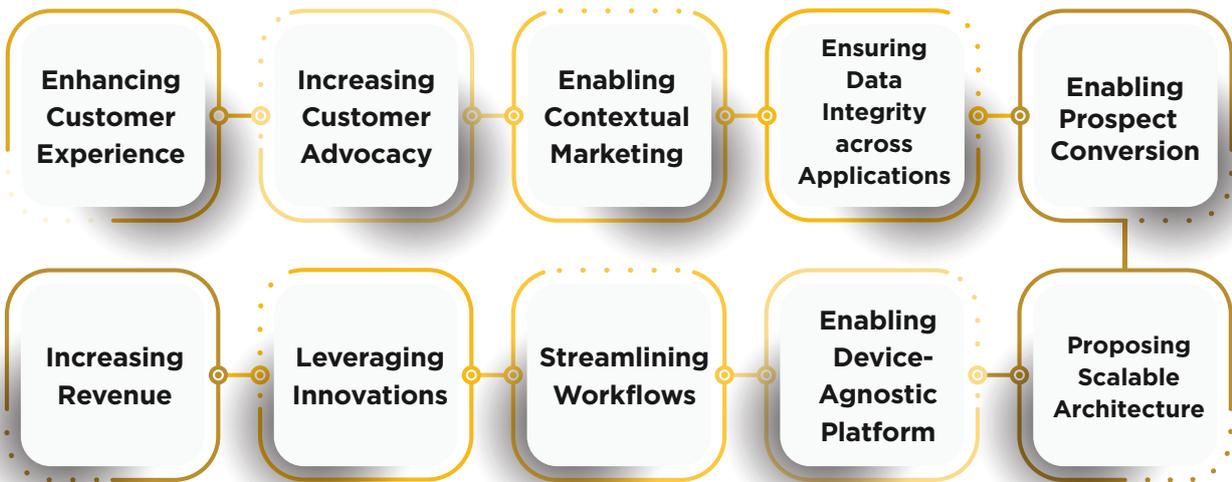
- Maximize revenue by optimizing and streamling user journeys and workflows

- 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

Week 1:
Current State

Overall SAP CX Landscape

Week 2:
Roadmap

Alignment with Business Strategy

Week 3:
Week 3 to 4:
SAP CX Transformation

Goals and Strategy

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 effciency** 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**