**HCL**

Delivering superior customer experience

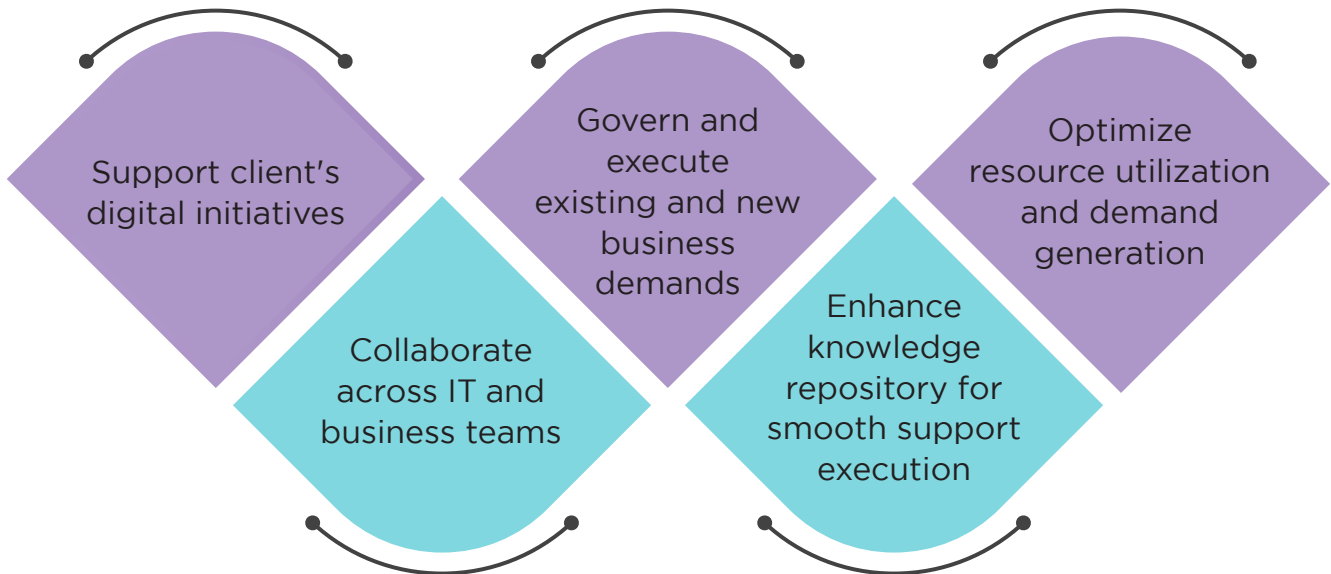## for a smart workspace giant

Client description

Our client is a US-headquartered, world's first smart workspace provider that helps people and teams focus on the work that matters. With more than 600 million registered users across 180 countries, the client is on a mission to design a more enlightened way of working. The company puts a significant emphasis on driving value for stakeholders by delivering superior customer experiences across digital touchpoints, more specifically in this tough pandemic time, where they deliver hardware services through vendors and software services through its online presence.
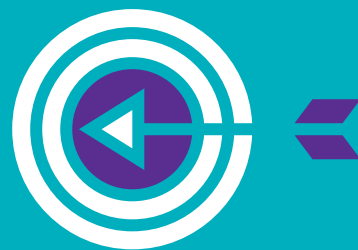
Objective

The client's mission is to enable its users to drop any file(s) into a designated folder which is then automatically uploaded to thier customer's cloud-based service. The folder is made available to any of the user's computers and devices that also have the client software installed, thus keeping the file up-to-date on all systems.

Business challenges

Support client's digital initiatives

Collaborate across IT and business teams

Govern and execute existing and new business demands

Enhance knowledge repository for smooth support execution

Optimize resource utilization and demand generation

Our solutions

HCL proposed a marketing CoE execution model on AEM that can help overcome legacy issues and modernize the existing platform to easily achieve future integrations, compliance with performance objectives, business enablement, and access to key insights.

CoE's key tenets:

Reduced time-to-market:
Enable business teams to control new product launches with help of customized AEM components and templates

Standardization with localization:
Enable a standardized set of templates and components by providing capabilities for localization based on different brand requirements

API-based integration:
Modernize platforms to a micro-services architecture to improve scale and time-to-market

High performance:
Leverage multi-tier caching strategy to provide high performance to end customers

Theme-based design:
Enable component design to support multiple themes to cater to different brand style guidelines

Analytics infused:
Focus on exploratory decision making by leveraging insights from analytics

Business impact

Reduced time-to-market
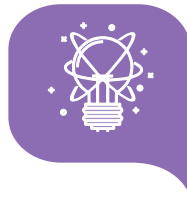owing to quick modifications through the global and local component libraries

Easy and flexible control
over the business to manage changes with little IT involvement, thus reducing the cost of changes

Faster new website onboarding
because of reusability and extensible nature of templates/components

An extendible platform
for integration with new marketing tools

Consistent marketing experience in all channels by using a mobile-first approach
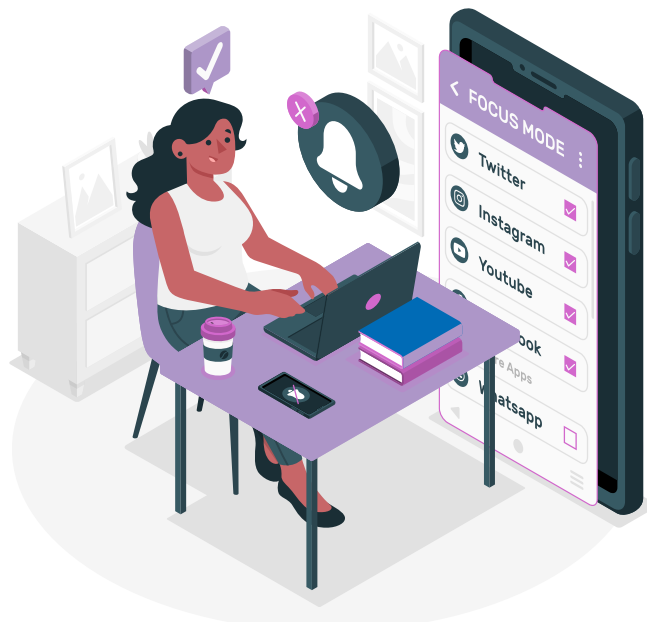
Knowledge retention
via the CoE model

Avoid
repeated ramp-up time for new projects/enhancement requests

FOCUS MODE
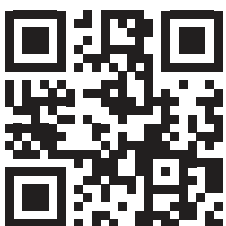
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HCL

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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.

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