

HCL



Reimagining customer experience with advanced analytics and DevOps

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Client description

The client is one of the leading providers of voice, wireless, and data communication services in the US.

Objective

- Transform customer experience through advanced analytics at scale, to acquire customers, diversify revenue streams and improve value and satisfaction
- Engineer a digital business platform in DevOps mode enabling the customer to launch disruptive services with speed
- Create a unified POS experience, improving REMO (retail mobility) adoption by 90%.
- Paradigm shift to a mobile-first approach. Rationalize all billing platforms and optimize the supply chain to improve partner and customer onboarding

Business challenges

- Lack of omnichannel customer experience
- Limited insights on customer actions, journey, and behavior across channels
- Longer time-to-market for rolling out features and business disruptive capabilities
- Lack of proper gate-keeping process, causing frequent production issues
- Customer acquisition across channels
- High time-to-market in marketing campaigns roll-outs
- Burdensome and risky device launches
- Low customer conversion rate

Our solution

- Built and delivered personalized/contextual content across channels through advanced analytics
- Enabled a consistent omnichannel customer experience
- Defined an architecture with loosely coupled user experience for quick optimization with micro services/API based integration for Headless Commerce features
- Digital platform with Adobe AEM hosted on Amazon cloud and single page architecture for Modern UI
- Improved performance with dispatcher caching and AEM publisher stack to serve non-cached content
- An integrated platform through APIGEE with integrations to elastic path and sales force



Business impact



60% click reduction in the path to purchase



500% increase in conversion of potential customers and **50%** increase in shopping cart conversion rate



Handling **100 million** transactions with sub-second response times



Partner onboarding time reduced from 3 months to **5 weeks**



Activation time reduced from 40 minutes to **5 minutes**



Page load timings reduced to **2 seconds** for 80% of pages



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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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