HCLTech | Supercharging Progress™

Enhancing customer experience for a global sporting goods manufacturer through streamlined global IT operations

HCLTech transformed managed support services and integrated business operations to improve customer experience for a global sporting goods manufacturer

A U.S.-based global manufacturer of performance footwear, apparel and sports equipment wanted to enhance its customer experience (CX) to drive growth ambitions.

Its leaders knew that the key to success was to streamline IT service requirements by consolidating numerous service providers that supported its multi-site IT operations, infrastructure and business applications. An integrated and unified service delivery model would facilitate greater agility, responsiveness and customer-centricity to help accelerate its ability to scale its retail stores.

The company chose HCLTech as the partner that could deliver greater operational efficiency and enhanced CX. As a business and technology transformation partner, HCLTech supported the client with an extensive business consulting engagement and liaised with the client's incumbent service providers to simplify the transition of its highly complex and large-scale IT systems.

HCLTech helped the client spur business innovation by assessing its global corporate enterprise and retail store infrastructure, comprising of IT, business applications and digital experience processes. Today, HCLTech manages more than 15,000 retail stores for the client through its superior IT support, helping them focus on new product innovations and minimizing their total cost of ownership (TCO). This had led to improved CX and greater market share.

The Challenge:
Finding the right single service partner to maximize IT modernization and create frictionless UX

The client sought more than an IT systems integrator. It required a partner that could empower a business-focused digital transformation with a unified operating model.

Reliability and competency in managing distributed business applications and IT infrastructure were important, but the transformation partner also had to possess key industry expertise in modernizing retail stores through product and platform digitalization, while creating a frictionless UX. The client also required an assessment of its application landscape, validation of its IT strategy, consulting support and a framework best suited to retire legacy technologies and drive greater automation for better business efficiencies.

Given the scope of requirements, the client chose HCLTech to help the company achieve its ambitions and evolve from running the business to truly transforming it.

The Solution:
Smart operations powered by innovation

As an engagement kick-off, HCLTech conducted multiple cross-functional discovery workshops with the client and the incumbent vendors to understand the various technology and applications stacks of the client's 'run' operations. The team also analyzed the behavior of the commerce-site with digital shoppers, such as page refresh, visitor traffic, frequency of visits and check-out to conversions. These discovery and consulting sessions helped HCLTech arrive at the solution tenet of "smart operations powered by innovation" and establish a unified IT operating model to deliver managed support services.

The HCLTech solution for achieving efficient IT operations and application support included the following :
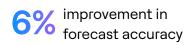
- Provide independent IT support for retail stores, the corporate office and connected warehouses.
- Enable a powerful cognitive automation solution—HCL DRYiCE—to execute ticket self-closures.
- Deploy seamless digital workplace solutions for better collaboration between cross-segment IT teams.
- Implement a machine learning platform to augment predictive modelling for quick incident resolution.
- Provide enhanced IT support during peak holiday season.
- Offer adaptive costing and offsets during pandemic lockdowns.
- Structure a flexible engagement model with bespoke services.

The Impact:
Predictable, reliable and transformed business operations powered by proactive IT support

HCLTech helped the client achieve visibility across its operations with a unified view of multi-model IT support. The team also enabled the client's business applications to run faster, with zero disruption, and focused on rapid solutions to customer queries. By establishing a framework for IT operational excellence and business maturity, HCLTech helped them achieve the following business benefits:

6% improvement in forecast accuracy

9% improvement in lead-time accuracy

8% reduction in inventory costs

Up to **100%** improvement across service areas

Partnering with HCLTech helped the client realize its ambition of achieving digital transformation for scalable growth across physical and digital customer touchpoints, with a greater focus on investment in next-gen solutions.

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