

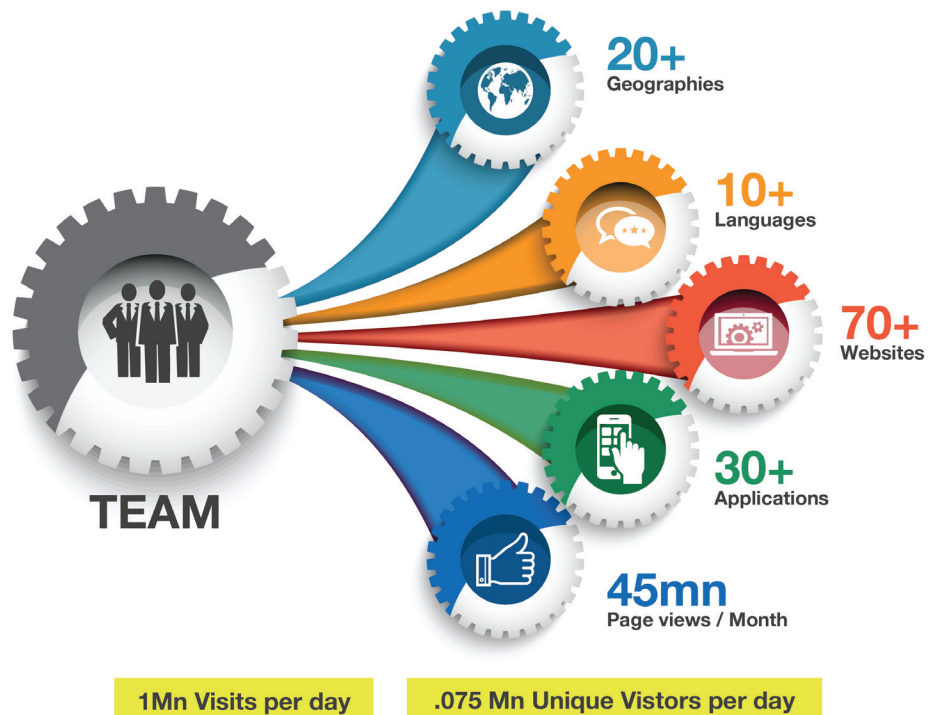
# HCL'S GLOBAL **DIGITAL ENGAGEMENT PLATFORM** DRIVES WORLD'S LARGEST FAST-FOOD CHAIN

## CUSTOMER PROFILE

The client is the world's largest fast-food chain, serving around 68 million customers across 119 countries, through more than 36,000 outlets.

HCL's partnership began in 2009, to build a Web Content Management platform for their US-based marketing organization. HCL and the client's IT team decided to look beyond the US market and build a Global Desktop Framework that could be utilized across several other countries that the client operates in. Since then, HCL has helped the client in their digital transformation journey to build a framework-driven digital marketing process, across their branding channels. In doing so, HCL has leveraged the concept and features of its customer experience platform (CEP) to enable the client to deliver 21<sup>st</sup> century customer experiences.

## ENGAGEMENT HIGHLIGHTS



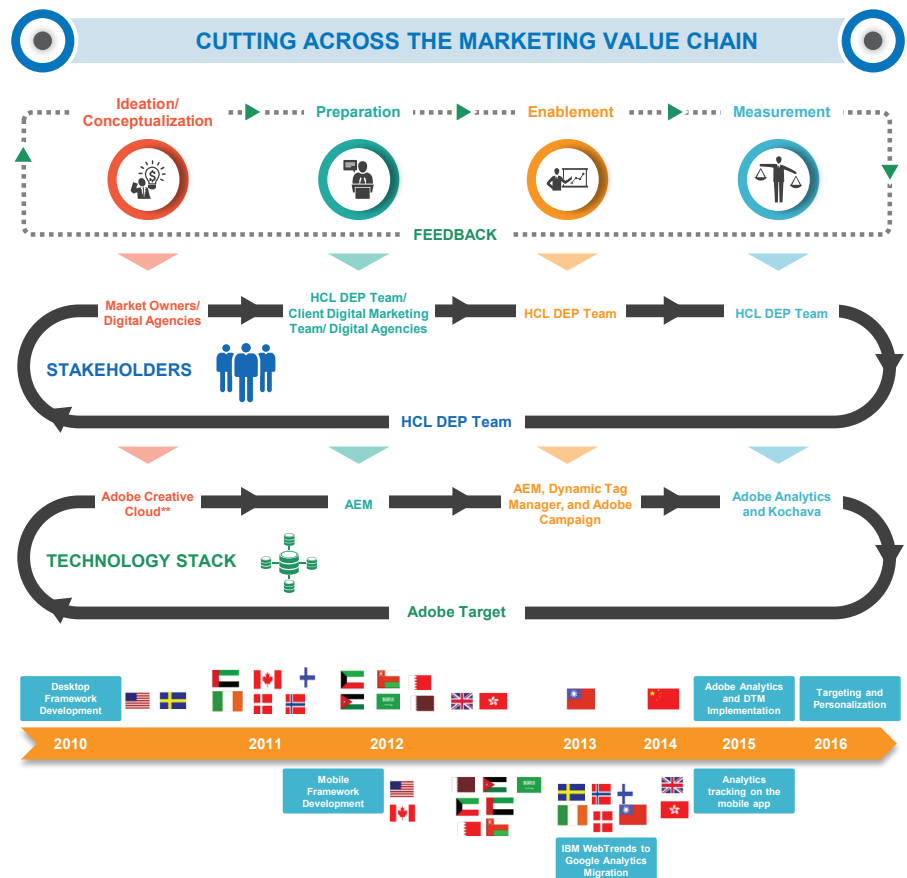
## BUSINESS CHALLENGES AND OBJECTIVES

The client operates a unique franchisee model with localized ownership of marketing activities. This means each market has its own messaging, develops its own assets, and carries out its own marketing activities. This led to a plethora of challenges such as:

- Lack of visibility and control during digital engagement and marketing processes
- High cost of building websites (USD 200K – USD 1000K) and hosting promotions heightened by multiplying the costs per market
- Greater dependency on IT for managing Web experience leading to longer turnaround times
- Difficulty in building brand consistency and dissemination of branding information across channels
- Managing promotions and marketing initiatives across different markets
- Inability to drive targeted marketing campaigns across different channels and markets
- Lack of data and insights to take business decisions and understand the customer's journey across multiple touch points

## HCL SOLUTION

HCL implemented an enterprise-wide digital engagement platform (DEP) with content-rich Web applications for the client to ensure consistent branding and localization across 25 markets:



**Exhibit: Marketing Value Chain**

“ HCL team played a key role across the marketing value chain by engaging with multiple stakeholders and stitching various components together to help deliver greater value to the end customer. ”

## SOLUTION HIGHLIGHTS

**DEP:** HCL built a Global DEP to drive global and distributed operations

### a. Core Capabilities

- Self-service for creative agency/business team to manage the marketing content. The self-service functionality is a key characteristic of HCL's CEP, which also boasts of multi-tenant, enhanced search, and other business functionalities
- Global markets can now leverage shared assets and content in a common unified visual experience – a concept crafted by HCL's CEP.
- Multi-lingual sites for global markets.
- Reuse promotions and campaigns across multiple channels.
- Enables brand presence on desktop and mobile.

### b. E-mail Campaigns

- Enabled a 360-degree view of customers and the implementation of targeted promotions and campaigns across three markets: USA, the UK, and Canada.
- Improved customer acquisition and targeted engagement.
- Enabled the roll-out of offer campaigns during the game season.
- Delivered real-time offers with GMA campaigns.

### c. Analytics

- Built 25+ dashboards across digital properties for visitor analysis and market optimization
- Captured visitors across multiple 'Attract' channels such as e-mail, search, etc. using multi-suite data aggregation model
- Facilitated measurement of e-mail KPIs using data connector integration for Adobe Analytics and Adobe Campaign
- Enabled user behavior analytics on web and app, for both iOS and Android
- Implemented Document governance using DD (Data Dictionary), PMS (Page Mapping Sheet), and Data layer

The above analytics functionalities reflect the data-driven capabilities that characterize HCL's CEP. As with the CEP platform, the Digital Enablement Platform offers enhanced real-time order, data, and inventory visibility across the client organization.

### d. Integrations

- Implemented Adobe Marketing Cloud to enable seamless data flow for retargeting and personalization.
- Enabled TMS (Tag Management System) using Adobe Dynamic Tag Management (DTM) and Ensign Tag Management.
- Implemented Third party tags (DFA, Sizmek, Pulse Signal, etc.) using DTM.
- Integrated with social platforms such as Facebook and Twitter.
- Connected physical and digital consumer journeys using QR codes.

### e. Technology and Delivery

- Leveraged a centralized support team for all geographies using the 'Follow-The-Sun' model.
- Crafted a unified content architecture with optimized platform license usage. The notion of unified services has been derived from HCL's CEP.
- Leveraged an agile-based program execution with a heavy offshore delivery approach – currently with 90:10 offshore-on-site resource mix. In alignment with HCL's CEP, agility has been incorporated into the program through the development of a flexible and robust architecture.

## SOLUTION SPAN



### Global Desktop Framework

Framework for onboarding content-driven marketing websites on to the DEP. This framework is developed on Adobe CQ5 and has around **two Templates** and **70 Components**.

**Used by:** 20 Geos **Website launched:** 70+



### Global Mobile Framework

Framework for onboarding content-driven mobile websites on to the DEP Platform. This framework is developed on Adobe CQ5 and has around **two Templates** and **35 Components**.

**Used by:** 18 Geos **Website launched:** 15+



### Restaurant Locator

Generic application for showcasing restaurant information to marketing websites, mobile websites, and mobile apps. This application uses the Google Maps Application Program Interface (API) and Fusion table for showing locator information. The application inherits the theme of the reference site.

**Used by:** 20 Geos **Implementation done:** 30+



### Enterprise Search

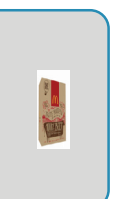
Generic application for integrating search functionality within all desktop websites. Application uses SOLR search engine.

**Used by:** 15 Geos **Implementation done:** 16+



### Nutrition WebService

Global Nutrition Interface application to provide menu information including marketing and nutrition as a Web service response.



### Web Experience Builder

A centralized application for managing the menu marketing information.



## BUSINESS OUTCOMES FOR THE CUSTOMER



### Marketing Team

#### HCL helped the marketing organization achieve:

- Improved positioning of brands globally and locally.
- Increased transparency of brand content, such as nutrition.
- Improved customer acquisition and targeting.
- Reduced content authoring time by empowering marketing users to manage content with zero IT involvement.
- Reduction in cost of on-boarding new markets through a well-defined service catalogue model:
  - 85-90% for smaller market
  - 70-80% for larger market.
- Reduction in time to launch market promotions and campaigns by up to three weeks.
- 60-80% reduction in time-to-market for new websites.
- Real-time actionable insights for business to take meaningful decisions and optimize marketing spend wherever possible. The data-driven, CEP-like approach is integral to this outcome.



### Technology 'Change-the-Business' Teams

#### There were several benefits for technology and architecture teams, including:

- Standardized technology stack that fits well together. No hassle of reaching out to multiple technology/implementation vendors.
- One-touch technology upgrade for all products in the stack.
- Creation of an engagement layer for promotions and campaigns, which have a more relatable tonality; at the same time reducing the implementation time by 40%.
- Increase in user engagement and personalized experience resulting in customer advocacy. This customer-centric, individualized approach is a key feature of CEP.
- Library of reusable components and site templates to deliver rapid website creation.



### IT 'Run-the-Business' Team

#### Last but not the least, CIO and IT management groups benefitted from:

- Platform support and operations enabled with a 'Follow-The-Sun' model to ensure serviceability of all markets across the globe.
- Service catalogue-based which helped enable new and existing markets to become aware of available features as well as implement them at a faster pace.
- Single vendor to manage infrastructure and applications - speedy resolution to issues and planned infrastructure upgrades in line with application upgrades.
- Enabling migration to a completely cloud-based infrastructure.

## HCL'S CEP: A CRUCIAL INGREDIENT OF FAST-FOOD CHAIN GIANT'S DEP SUCCESS STORY

As reiterated throughout this case study, HCL's DEP framework has features and functionalities that emerge from its cutting-edge CEP. DEP derives its personalized and unified approach to customer experiences across channels from its proprietary CEP. Thanks to this approach, the fast-food chain giant managed to boost its customer advocacy endeavors.

Furthermore, leveraging the data-driven orientation and agile approach that CEP incorporates, DEP offers extensive analytics benefits for the fast-food chain giant. For instance, HCL's DEP enabled the development of over 25 dashboards across digital properties to offer insights on visitors and the market.

Other business capabilities of the CEP platform such as self-service has also been integrated into the DEP platform, delivering robust benefits for the fast-food chain giant.

Do you think your customer experience enhancement programs are impactful? Reach out to HCL to plug the gaps in your eCommerce strategy so that you can deliver experiences that could directly increase your revenues and growth.



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