



HCL HELPS AN **AUSTRALIAN RETAILER** REDUCE RESPONSE TIME FOR SOCIAL CUSTOMER FEEDBACK

 COLLABORATION,
CONTENT &
SOCIAL

CUSTOMER DESCRIPTION

The customer is one of the largest retailers in Australia, who specializes in four major business divisions including supermarkets, fuel/ petrol, and general merchandize, with cumulative revenue of around USD 55bn with more than 4500 retail outlets and more than 200,000 employees across Australia, New Zealand, China, and India.

BACKGROUND

HCL has been at the forefront of supporting and restructuring their vendor management systems over the years. During these years, HCL's continuous service was acknowledged by the customer as we provided them with additional services besides vendor management. One of the key additional services that we offer is the comprehensive analytics service provided through our premier social media tool called Socialytics.

CUSTOMER OBJECTIVES

- Develop a strategic model for customer experience by improved understanding and identification of customer pain points and requirements
- Proactively identify operational inefficiencies in the internal business functions to improve service delivery

HCL SOLUTION

- Gather customer feedback from multi-channel sources such as phone, CSAT data, Web, and mails
- Transform the unstructured data into workable entries through series of data cleansing and preprocessing rules
- Data enrichment by mapping product, vendor, store, department, etc. details
- Analyze and identify key issues and themes to provide actionable insights
- Data and insights trending on rolling data weekly, monthly, and quarterly

USE OF HCL'S PROPRIETARY SOCIALYTICS APPLICATION

Socialytics application, originally meant for social media analysis, was customized in this case to absorb multi-channel inputs. Since the unstructured text data feed (in the form of customer feedback) originates from multiple channels (Web, phone, mail, chat, and store), the input data has to be enriched to get complete referenciability of exact product, vendor, site, store, etc. The enriched data (significantly structured) is imported into Socialytics tool wherein feedback is analyzed and categorized using the library of keywords into different issue-buckets and likes/ dislikes. Community engagement index, influencer analysis, share of voice, and sentiment analysis of integrated customer interactions/feedback on the social media and other channels.

BENEFITS

- Proactive action-based insights led to improved customer satisfaction, retention, and word of mouth for the stores new services
- Dynamic tactical decision making led to business efficiencies at product, department, store, vendor, and channel levels
- Sentiment Analysis allowed Strategic measures driving better product quality, marketing promotional campaigns, customer service, etc.



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