HCL

HCL HELPS THE LEADING INTERACTIVE MULTI–CHANNEL RETAILER IN US ACHIEVE BETTER INTERACTIVITY WITH THEIR CUSTOMERS

LET'S TALK APPLICATIONS

TELECOM

CUSTOMER DESCRIPTION

The customer is a leading interactive multi-channel retailer in the US, offering a curated assortment of exclusive products 24/7, which is televised via cable, satellite, and a few terrestrial channels.

CUSTOMER OBJECTIVE

- Gain a competitive edge
- Provide a shopping experience for the viewers via television (TV)
- Lean back experience to end users
- Increase customer interface

HCL'S SOLUTION

- Develop Home Shopping Network (HSN) interactive applications for various native and latest TV platforms
- Test HSN interactive applications in multiple scenarios
- Develop a single source code to deploy on the latest Smart TVs and Set-Top-Box (STB) platforms such as Samsung Smart TV, Panasonic Viera TV and Verizon Virtual Memory System (VMS) platform
- Develop ticker and sidebar mode of applications to engage end users while watching their favorite program
- Enable customers to purchase products via TV
- Provide an application that engages end users with features such as live channel, customer reviews, VOD's, product images and others

HCL DIFFERENTIATOR

- Development and deployment of applications in various connected TV platforms
- Enhancement and certification of "HSN Shop by remote" interactive application for Verizon FiOS Interactive TV platform
- Build customer acceptance test cases
- Certification of deliverables such as performance metrics, ITSIT widgets requirements and others
- Application support

BUSINESS BENEFITS

- Single solution framework using HTML5, CSS3, JS to deploy the same source code in Verizon VMS platform, Panasonic Viera TV and Samsung Smart TV
- Scalable design to add new features in the future
- Consistent deployment or working of Yahoo, Mediaroom and Samsung widgets across different service providers
- Analytics integration to record end users actions throughout the cycle
- Linear broadcast of Over The Top Video on Demand

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BEYOND THE CONTRACT

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