



## HCL'S SOCIAL ANALYTICS SOLUTION HELPED **A LEADING AMERICAN INSURANCE FIRM** TO LOWER REPORTING COST ACROSS BUSINESS LINES BY 50%



COLLABORATION,  
CONTENT &  
SOCIAL

### CUSTOMER DESCRIPTION

The client is a Fortune 200 financial services company focused on providing banking, investment and insurance services to personnel and their families that serve, or have served, in the military of the United States and other selected federal agencies.

### BACKGROUND

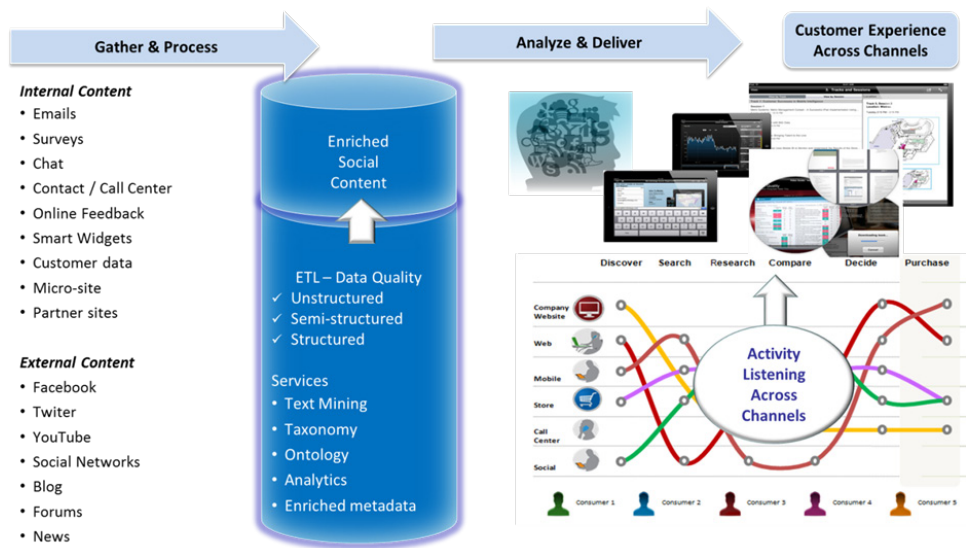
The client wanted to establish enterprise Voice of the Customer (VoC) services across channels such as mobile, Web, e-mail, call center, survey, blogs and manage large volumes of unstructured big data using a system integration approach.

### CUSTOMER OBJECTIVES

- Gather, process and analyze social content from multiple touch points
- Define new “social software” standards and guidelines supporting all lines of the business
- Improve quality and reduce time to deliver customer feedback to product owners
- Increase customer touch points across channels

### HCL SOLUTION

- Established new foundation services to gather, process, and analyze unstructured and semi-structured social media content
- Integrated web, social media and mobile analytics technologies to establish the foundation services
- Developed new process within CIOs office to support collaboration between marketing and product managers
- Deployed a flexible and collaborative “social content” reporting environment
- Promoted adoption across SMEs and develop insights from the Voice of the Customer findings



Social Listening and Analytics Solution

## BUSINESS BENEFITS

- Lower operational cost by 20% with scalable processes and technologies
- Resulted in 50% lower cost to report across lines of business
- Established a Daily-reporting cycle for feedback across channels – not available prior to VoC
- Increased up-sell/cross-sell by 5%
- Reduced cost-to-scale services for future demand
- Self Service model for line of business-based reporting linking social content to the business products and services



APPLICATION  
SUPPORT &  
MAINTENANCE



BIG DATA &  
BUSINESS  
ANALYTICS



BUSINESS  
ASSURANCE  
& TESTING



CLOUD, DIGITAL  
EXPERIENCE &  
MOBILITY



COLLABORATION,  
CONTENT &  
SOCIAL



CUSTOMER  
RELATIONSHIP  
MANAGEMENT



DIGITAL  
SYSTEMS  
INTEGRATION



E-COMMERCE  
& OMNI-  
CHANNEL



ENTERPRISE  
RESOURCE  
PLANNING



HUMAN  
CAPITAL  
MANAGEMENT



MODERN  
APPLICATION  
DEVELOPMENT



PLATFORMS &  
INTEGRATION



www.hcltech.com

**Hello there! I am an Ideapreneur.** I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 105,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 31 countries. **How can I help you?**

*Relationship*™  
BEYOND THE CONTRACT

**HCL**