



BUILDING SEAMLESS CUSTOMER EXPERIENCE ACROSS CHANNELS

HCL HELPS EXPAND MULTICHANNEL CAPABILITIES
THROUGH A SCALABLE ECOMMERCE PLATFORM

 E-COMMERCE &
OMNI-CHANNEL

CLIENT PROFILE

A mid-market departmental store chain in Australia with over 300 stores, selling a range of products including beauty and personal care, toys, home improvement and consumer electronics.

CHALLENGES & REQUIREMENTS

As a part of the client's growth strategy, the objectives were to:

- Establish a multi-channel retailing capability to attract, inform, and engage with the consumers in an effective manner and enable them to make purchases more efficiently than before
- Overcome the existing scalability issues and deploy a platform to meet future growth projections
- Validate the existing roadmap of the overall Omni-channel journey, and get suitable guidance for the first go-live

THE HCL SOLUTION

- Took complete ownership of the client's first release and worked closely with the other vendors to overcome the major performance bottlenecks
- Took over the client's Hybris application as the first step, and stabilized it by fixing the existing issues through application development and 24/7 onsite-offshore support
- Swiftly addressed client's pain points by providing expertise in the area of:
 - Hybris Performance re-engineering
 - Optimizing data management, and end-to-end quality management including test management
 - Infrastructure optimization: Proactive performance tuning of web servers, application servers, and operating systems

IMPACT DELIVERED

- Helped the customer launch their new eCommerce portal within the planned timelines
- The portal was capable of handling the existing customer base and also supporting future business growth plans
- Delivered best in class performance tuning and quality adherence:
 - Improved the concurrency and throughput of the application by 40%
 - Improved the response time across all the pages by 30%
- Cleared production and UAT defect backlog passed on by the previous vendor, within three months of taking over the project

THE HCL DIFFERENCE

HCL's Omni channel COEs helped onboard the client on the eCommerce platform with its in-depth platform and domain expertise. HCL's road-map was leveraged for a smoother Omni-channel journey.



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