HCL

LET'S TALK
APPLICATIONS

STEPPING UP TO THE DEMANDS OF THE EVOLVING CUSTOMER

HCL UNIFIES CUSTOMER EXPERIENCE ACROSS CHANNELS
THROUGH INTEGRATED ORDER MANAGEMENT

**E-COMMERCE &
OMNI-CHANNEL**

CLIENT PROFILE

A UK-based multinational retailer with 240 stores across 28 countries, selling a range of fashion clothing, footwear and accessories, cosmetics, home furniture, gifts, and toys. The client is known for delivering a seamless multi-channel customer experience through a unique, differentiated and exclusive mix of its own brands, international brands, and concessions.

CHALLENGES & REQUIREMENTS

- To enhance online consumer experience by incorporating Omni-channel features in their eCommerce portal

- To improve the business processes and have a built-in support for integration with external systems for Catalog, Pricing and Stock Availability

- To have a scalable and highly available system for global expansion and minimize functional gaps

- To handover ownership of maintenance and support operation of Sterling DOM and Customer Service Centers to a partner, post implementation and integration
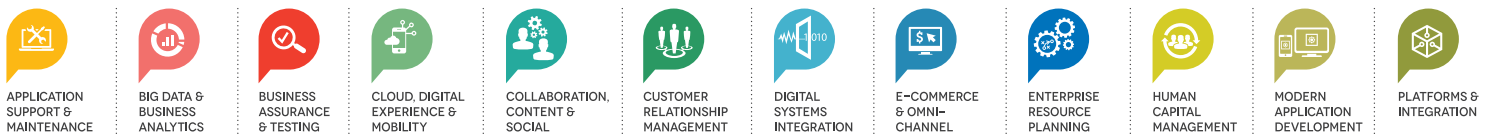
THE HCL SOLUTION

- Identified business cases for enhancements, provided a detailed impact analysis and sustainable recommendations from both short and long term perspectives

- Analyzed the effort, challenges, and complexity and created a detailed roadmap for Omni-channel transformation

- Identified scope and opportunities for out-of-the-box features of Sterling SOM and redefined order monitoring rules with respect to relevant data

- Improved the purge functionality and order closing to be picked up by the purge agent

- Exported the historical data to external tables - less expansive queries

IMPACT DELIVERED

- Introduced 'Buy online, pickup in-store (BOPIS)' capability, enhancing cross-channel customer experience and maximising utilization of In-store infrastructure investments

- Enhanced return/refund process

- Stabilized the Sterling Order Management architecture to a stable and scalable 24X7 platform

- Proposed an optimized Quality Management through a POC of automation framework for regression test

- Optimized release management, leading to 6 releases per year

- Reduced the number of calls and defects through innovation and continuous improvement

- Improved the customer service center's efficiency by automating many flow lapses

THE HCL DIFFERENCE

HCL successfully implemented and integrated Distributed Order Management thereby improving the seamlessness between functionalities - to deliver a unified omni-channel experience.

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

Relationship™
BEYOND THE CONTRACT

HCL