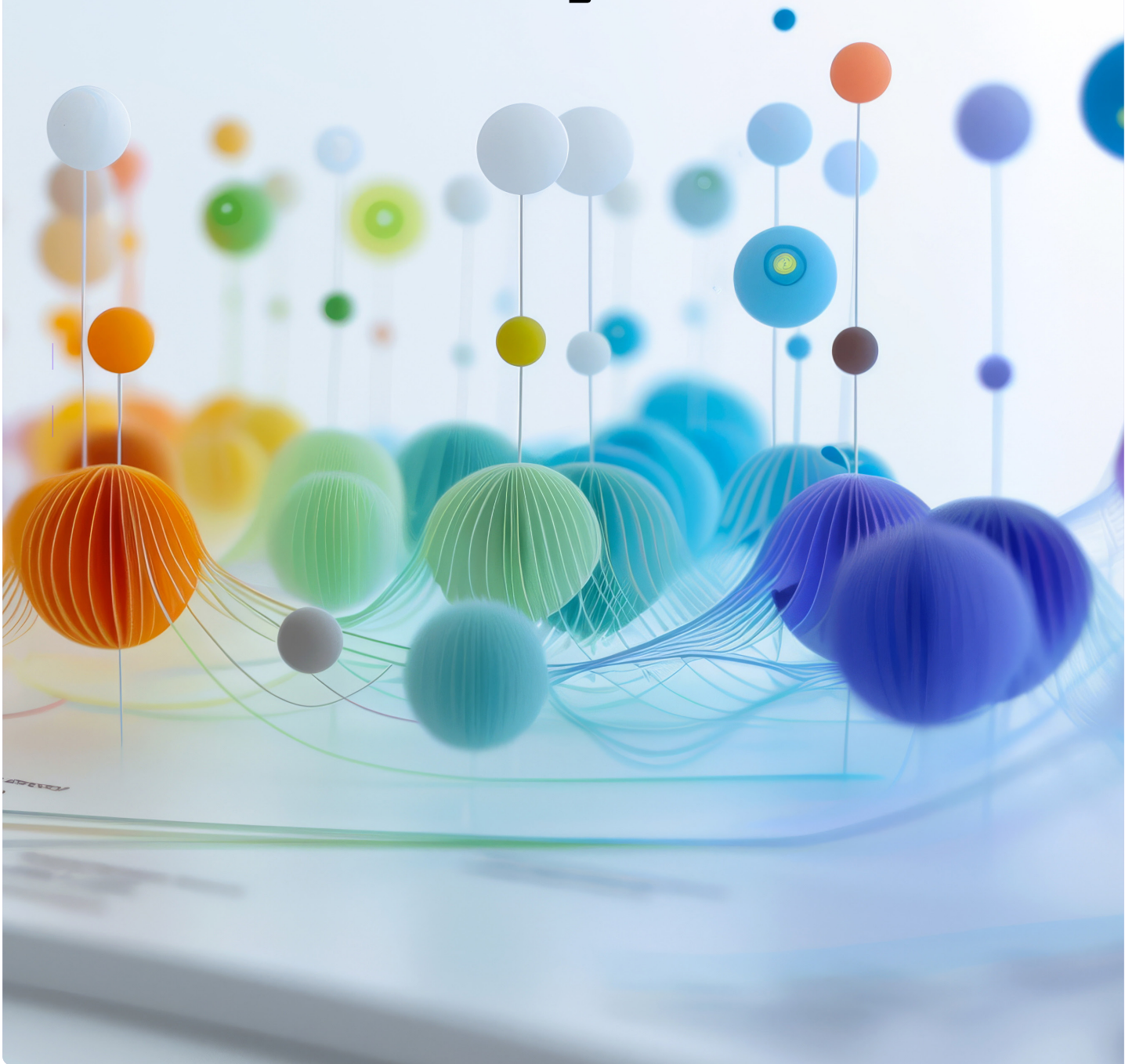


HCLTech Conversational Analytics

Transforming marketing data
into actionable intelligence



In a dynamic business landscape, harnessing the power of Generative AI (Gen AI) is crucial for organizations seeking to stay ahead of the curve. At HCLTech, we recognize the transformative potential of Gen AI and have integrated it seamlessly into our comprehensive suite of omnichannel marketing solutions.

GenAI enables businesses to:

- 1 Search:** Analyze vast datasets to answer complex questions and provide insightful information.
- 2 Text generation:** Create original content, from blog posts and social media updates to website copy.
- 3 Code generation:** Automate code generation and enhance developer productivity.
- 4 Personalization:** Deliver tailored product recommendations and content based on customer behavior and preferences.
- 5 Image generation:** Create stunning visuals, from realistic product images to artistic designs.
- 6 Chatbots:** Build conversational interfaces like chatbots and virtual assistants to enhance customer experience.

What is Conversational Analytics?

In the ever-evolving digital landscape, marketers are inundated with vast amounts of data from myriad marketing channels. The challenge doesn't just lie in accumulating this data, from website traffic and social media engagement to campaign metrics, but in the ability to quickly and efficiently sift through it to glean actionable insights. This is precisely where our Conversational Analytics solution, powered by Generative AI, steps in to transform the tide.

Conversational Analytics is a powerful tool that examines human interactions and AI-powered systems like chatbots, virtual assistants and voice assistants. Businesses can gain valuable insights into customer behavior, preferences and pain points by analyzing data from these conversations. This data helps them improve the effectiveness of their conversational interfaces, personalize customer experiences and optimize their operations for better customer satisfaction and business outcomes.



Why choose Conversational Analytics?

Data overload simplified:

Our Conversational Analytics tool is adept at digesting complex marketing data, turning it into easy-to-understand, conversational insights. Marketers no longer need to dive deep into multiple reports or navigate intricate spreadsheets to understand their key performance indicators (KPIs). Leveraging natural language processing, our tool simplifies data, providing a clear picture of marketing performance at a glance. This means identifying what's working and what isn't and understanding the reasons behind both without needing advanced data analysis expertise.

Actionable recommendations:

An everyday quandary marketers face post-data review is deciphering the next steps. While it's crucial to track KPIs, strategizing on how to leverage those insights can be perplexing. Conversational Analytics bridges this gap by highlighting marketing performance insights and pointing towards actionable next steps. Imagine finding out your campaign's conversion rate is below expectation; our tool can suggest tactics such as refining ad targeting or tweaking the messaging. In essence, it offers:

- Insights into the effectiveness of marketing strategies.
- Practical, actionable steps to enhance campaign outcomes or optimize existing strategies.

The advantage of adopting Conversational Analytics into your marketing toolkit extends beyond mere data interpretation. It serves as a guide, offering a deep dive into marketing analytics and clear directions for improving strategies. This dual function enables marketers to make well-informed decisions, thereby amplifying marketing strategies' effectiveness, enhancing the return on investment (ROI) and propelling overall performance to new heights. In the realm of modern marketing, where data reigns supreme, our Conversational Analytics solution isn't just a choice—it's a necessity.

What makes Conversational Analytics so successful?

To unlock the full potential of conversational analytics, HCLTech focuses on three key drivers:

1

Collaborative insights generation:

Fostering a culture of cross-functional collaboration ensures that data is interpreted holistically. By bringing together diverse perspectives from marketing, customer service, product development and other relevant teams, we gain deeper insights into user interactions and their impact on business outcomes.

2

Continuous insight integration

We establish a robust feedback loop to ensure insights are generated and used to improve conversational experiences. Insights are regularly reviewed, assessed for their impact on business goals and integrated into ongoing improvements and optimizations.

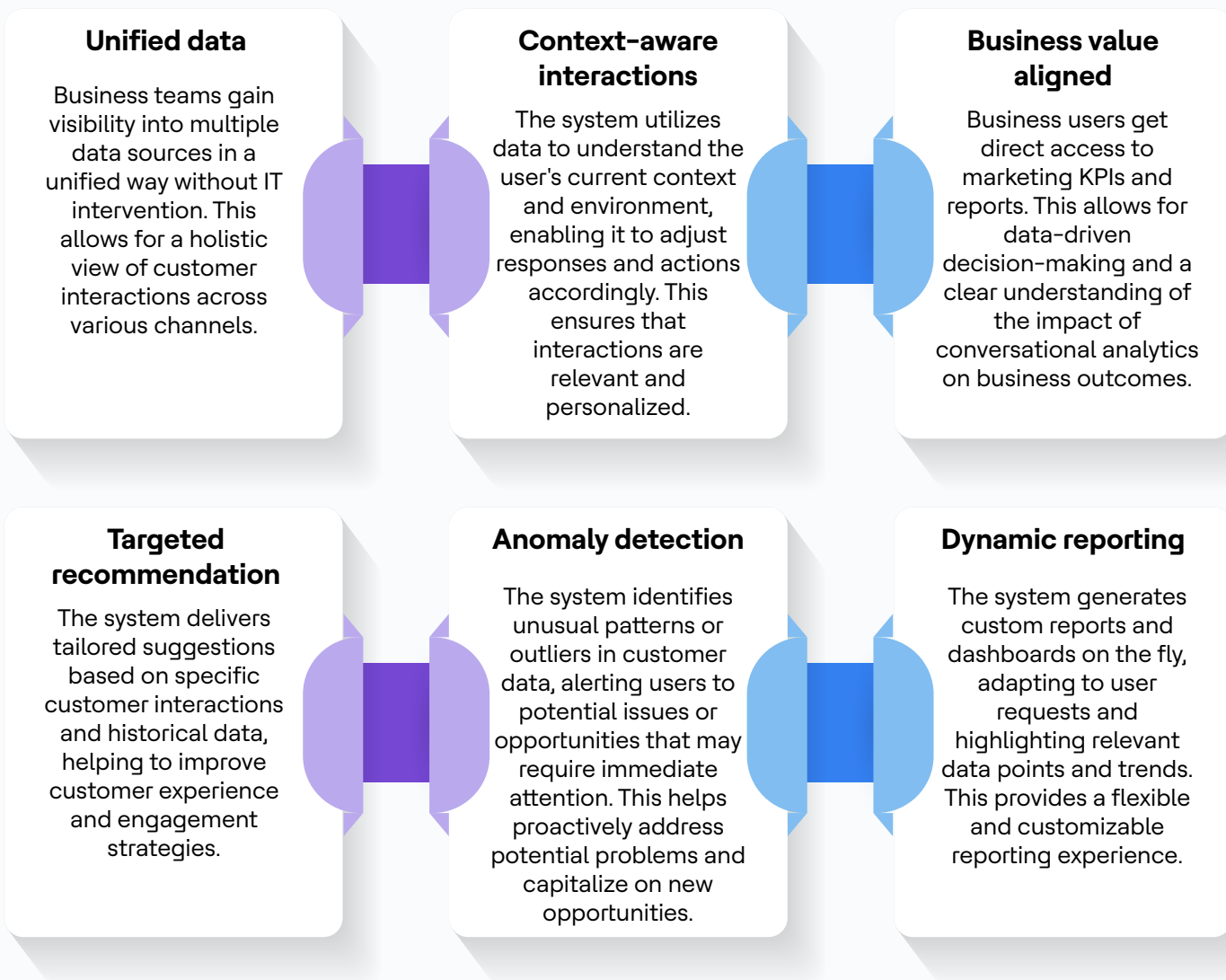
3

Comprehensive user journey analytics

We go beyond individual interactions to analyze the entire user journey across all touchpoints. By understanding how users interact with the brand across different channels and devices, we can identify pain points, anticipate needs and create seamless, personalized experiences that drive customer satisfaction and loyalty.

By focusing on these key drivers, HCLTech helps organizations leverage the power of conversational analytics to gain a deeper understanding of their customers, optimize their conversational interfaces and achieve measurable business success.

The key features of our Conversational Analytics platform are:



Conclusion

HCLTech's Conversational Analytics platform provides businesses with a deep and comprehensive understanding of customer interactions across all channels. By analyzing data from chatbots, voice assistants and other conversational interfaces, we uncover valuable insights that drive business growth and enhance customer experiences.