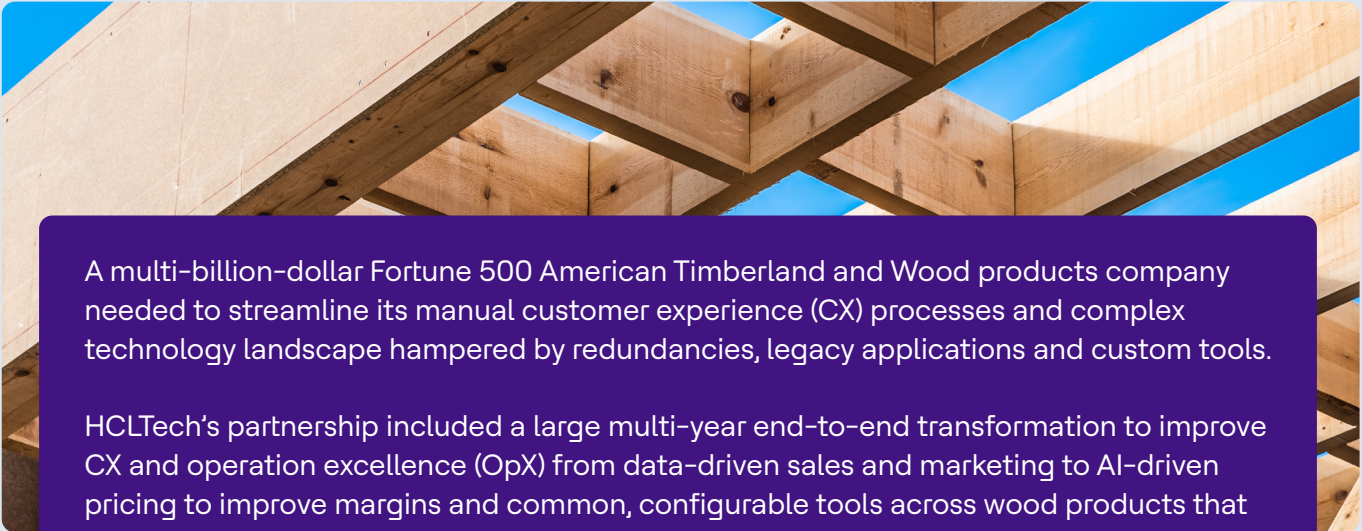# HCLTech | Supercharging Progress™

Enabling a sales and marketing transformation of a **Fortune 500 timberland and wood** products company

HCLTech is the strategic partner with the client to drive the end-to-end transformation of sales and marketing process to improve CX and operation excellence (OpX)

A multi-billion-dollar Fortune 500 American Timberland and Wood products company needed to streamline its manual customer experience (CX) processes and complex technology landscape hampered by redundancies, legacy applications and custom tools.

HCLTech's partnership included a large multi-year end-to-end transformation to improve CX and operation excellence (OpX) from data-driven sales and marketing to AI-driven pricing to improve margins and common, configurable tools across wood products that speed decision-making. The platform used to deliver the results included SAP Portal and SAP Cloud for Customer (C4C), PriceFX, MS Dynamics and a huge partnership between business and IT.

The Challenge:
Achieving superior customer experience

The client was struggling with manual process and high dependency on process SMEs which led to more human interventions.

The complex technology landscape with redundancies, legacy applications, custom tools and inconsistent data spread across multiple data sources without a single source of truth, also needed to be addressed. There was a lack of visibility around process and profitability across the customer value chain. There was a significant need to deliver a better quality customer experience.

The Objective:
Optimize price management and standardize the process

The client sought to transform its sales and marketing functions, which were mainly managed manually. The key priority was to optimize pricing management along with streamlining and standardizing the entire processes. Additionally, the client intended to enable end-to-end visibility to provide data-driven decision-making insights.

In addition to improving customer experience, the client desired to provide decision support for prioritization in accounts, marketing, sales and other business functions.

The Solution:
A partner-led business transformation program

To meet the client's end-to-end needs, HCLTech began the transformation journey by leveraging its Business Transformation Framework. This process involved assessing the existing complex processes and created a roadmap to standardize, simplify and align the IT landscape.

The solution produced a human-centric, experience-based approach to requirement gathering for the future landscape across the spectrum of stakeholders. In addition, a multi-year MVP-based implementation plan was developed for Sales and Marketing transformation. This was delivered in agile mode defined story points.

To ensure a seamless experience, HCLTech also set up and engaged a Transformation Office to navigate the modernization journey through enterprise level change management and communication.

The Impact:
Streamlined business processes and enhanced customer experience

Re-imagined business processes along with the new rationalized way of working ensured that sales processes are now executed seamlessly, with IT as the key enabler.

End-to-end visibility and data-driven insights for decision-making delivered significant results for CX and OpX, focusing on the customer experience-led design thinking approach.

HCLTech

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