

HCLTech | Supercharging
Progress™

Experience Assurance

Control and Monitor your CX at Scale



The changing paradigm of Customer Experience (CX)

60%

of consumers would switch to another brand due to 1 or 2 bad experiences with your brand.

CCW Market study
2022

Customer loyalty

96%

of your customers do not voice their complaints about their bad experience with your brand

Understanding Customers by Ruby Newell-Legner

Customer insights

20%

drop in CX quality from pre pandemic levels

Predictions 2023:
CX teams thrive or wither based on what they do now
by Forrester

CX quality

54%

of CX leaders are unable to show ROI on their CX projects

Predictions 2023:
CX teams thrive or wither based on what they do now
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Pivot to profit center

CX quality is on the decline

Meeting the challenges of today requires businesses to proactively adjust to changed conditions of customer experience. This includes offering new and innovative ways to engage, communicate with customers in a more empathetic and personalized approach. The pandemic has led to long-term changes in CX. Due to the surge in inflation, supply chain glitches and staffing shortages, customer experience is taking a beating. The lack of customer focus from brands has reversed the momentum gained during the pandemic. However, the companies who did well were the ones who were proactive and had adopted the right technology to propagate their messaging.

Hurdles your CX Stakeholders need to jump to deliver differentiated services



Journey to the cloud

- Lack of executive sponsorship
- Budget overruns
- Delayed migration timelines
- Security/compliance vulnerability
- Geo consolidation



Niche skillset

- Lack of design thinking-based approach
- Limited multilingual expertise
- Uninspired best practices
- Inefficient CX-led testing



DevOps

- Limited process automation
- Skewed change management
- Continuous evolving expectations
- Unclear Key Performance Indicators (KPIs)



Project risks

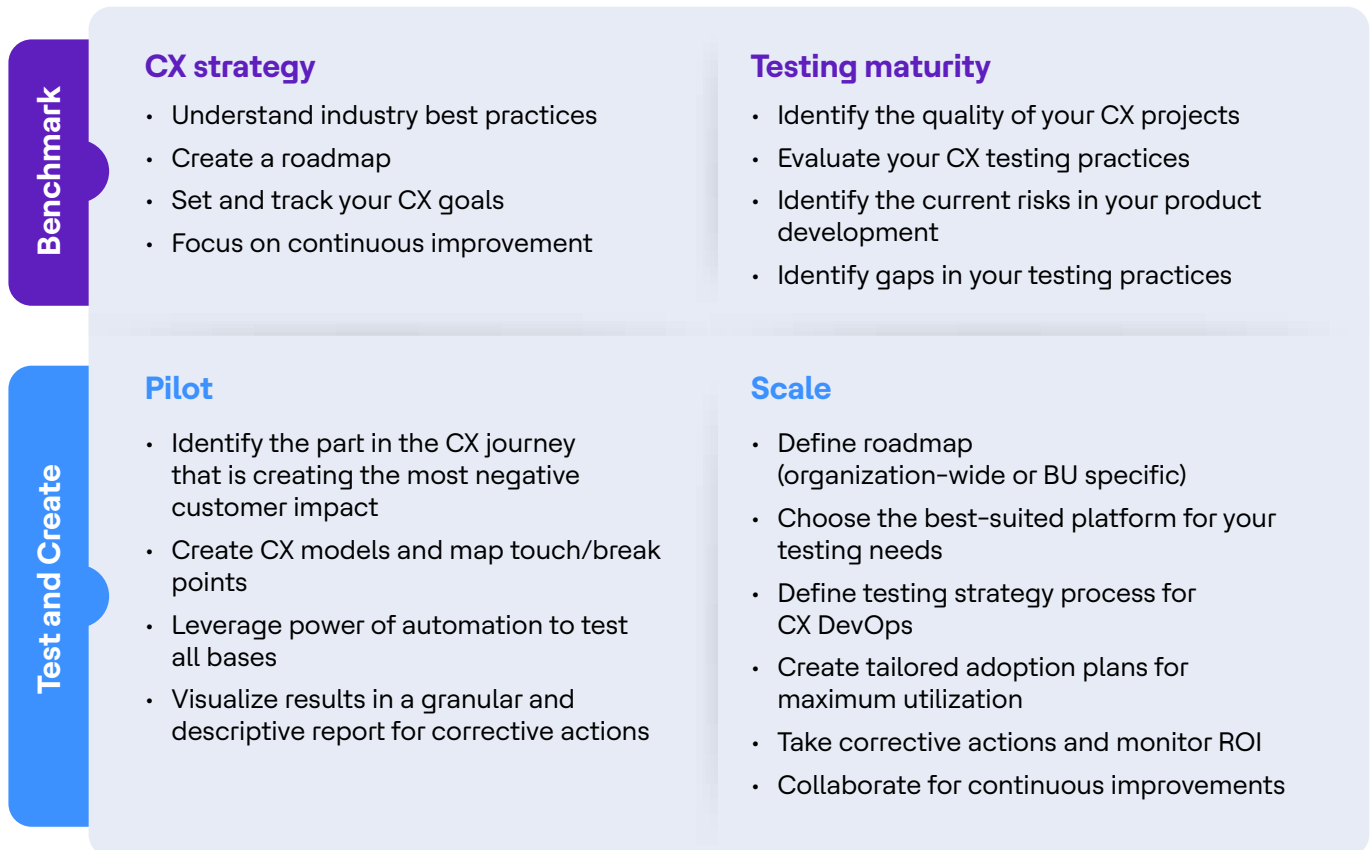
- Vague migration strategy/roadmap
- Inaccurate assessments
- Imprecise management processes
- Manual testing oversight

Future-proof your contact center with FluidCC

The Fluid Contact Center's (FluidCC) progressive framework helps CX leaders achieve their vision and goals. Our practice at HCLTech helps them drive customer loyalty by assisting them with the CX roadmap, project prioritization and selection strategy; irrespective of their CX maturity. Our holistic approach is backed by a strong team of CX mentors and evangelists who leverage the strength of an ecosystem of industry-recognized partners.



FluidCC approach framework for CX transformation



Delivering flawless and efficient customer experiences at scale

Our CX and Quality Assurance (QA) experts work with customers on short- or long-term engagements looking to upskill their in-house resources on CX advancement and test automation. Our framework will help you assess your current state of CX and automated QA testing readiness, identify missing elements needed for best results, design the ideal execution plan of attack and support your journey to automated CX assurance success.



Understand where you are, to set your goals

The first step to successfully transforming your current CX and QA practices is to self-assess your present-day testing practices.

With CX Safari at no cost, we provide customers with guidance and instructions on completing the self-assessment survey. Customers will answer pertinent questions that give an outside-in perspective on the current practices and readiness for advancing CX programs and automation adoption

CX Safari

Engagement duration: **2 days**

- Benchmark CX maturity with the industry best practices
- Recommendations on the actions you need to take to progress to the next level
- Understanding why CX Assurance is important to achieving your CX goals
- Assessing your testing maturity practices against the TMMi framework

CX Audit

Engagement duration: **2 weeks**

- Gain a deeper understanding of your pain areas in your CX assurance
- Gap analysis of your technology stack
- Analyze your CX performance end-to-end in the identified call path
- Identify the needed corrective measures
- Understand how to accelerate test scripting with automation

Our Experience Assurance offerings

Accelerate CX

Engagement Duration: **6 weeks**

In addition to the outcomes from CX Audit, customers can expect:

- Ranking on the maturity model
- Resolution of pain points (call flow/test cases)
- High-level roadmap
- CX best practices
- Test practices
- Identification of the best fit-for-purpose QA tool

Managed Assurance

Engagement duration: **Custom**

In addition to the outcomes from Accelerate CX, customers can expect:

- Deployment of fit-for-purpose QA tool
- Streamlined CX testing and monitoring process
- End-to-end ownership by HCLTech
- End-user training on the deployed tools

Begin your supercharged CX transformation journey with Fluid Contact Center, today. For further discussion or any queries, please write to us at Contact.FluidCC@hcl.com

HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 225,900+ people across 60 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending March 2023 totaled \$12.6 billion. To learn how we can supercharge progress for you, visit hcltech.com

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