

Facilitating virtual town halls for employees through the Metaverse

Discover a new level of employee engagement in the dynamic world of the Metaverse



With remote engagement and virtual interactions gaining acceptance, there is a growing demand to enhance the Metaverse for seamless connectivity and immersive experiences. HCLTech recognizes the Metaverse as the future of channel applications, revolutionizing end-consumer interaction and driving enterprise innovation. As two-dimensional applications evolve into three-dimensional environments, the interaction medium transforms from keyboards to verbal and gesture-driven interfaces. The Metaverse will lead the next wave of digital disruption. Industry analysts predict that by 2030, 50% of live events could occur in the metaverse, and 59% of consumers are excited about transitioning daily activities to this virtual realm. To embrace this potential, HCLTech has developed the Metafinity platform, enabling the creation of verticalized Metaverse solutions.

The Challenge:

Achieving a reduction in employee costs while still offering an engaging, in-person experience



The challenge lies in finding a solution that can enhance HR processes, eliminating the need for expensive all-hands meetings both online and offline. For globally distributed enterprises, the costs associated with organizing these gatherings and travel expenses can quickly become exorbitant. Consequently, teams are forced to rely on conventional online mechanisms for collaboration, often leading to limited productivity.

The Objective:

To develop a Metaverse application that helps enhance the experience of remote meetings



The objective was to develop and implement a secure, multi-platform application that enhances employee experiences by enabling virtual Town halls or HR meetings within the Metaverse. The platform should create immersive virtual spaces, facilitating a sense of presence and seamless employee interaction through their digital avatars. The application must be compatible with various devices, from standard laptops to high-end VR devices, ensuring accessibility and inclusivity for all employees.

The Solution:

Interactive experience with Metaverse-based Town Hall Solution

HCLTech's Metafinity platform empowers HR groups to host globally distributed teams on a unified platform. The HR Town Hall solution combines employees in the metaverse using digital avatars for interactive communication. It offers avatar customization for inclusivity and diversity. The solution enables immersive and modern meetings with private meeting rooms, group presentations, organization-wide event areas, and one-on-one interactions. Employees can experience a 360-degree view of the HCLTech campus, attend live Q&A sessions with leadership, and access a round-the-clock information center. The solution supports multiple devices such as Windows, macOS, iOS, Android, Google Cardboard, and Oculus.

The Impact:

Enhancing cost-effectiveness while boosting employee engagement and productivity

An approximate of 30% of employee travel expenses could potentially be saved including venue setup costs, staffing requirements, and time and effort spent on the setup. By eliminating travel, it can significantly enhance employee productivity. The immersive nature of the solution enables real-time communication among multiple participants, breaking down physical boundaries and fostering connections with a wider network of individuals. Moreover, the solution provides measurable insights such as event attendance, participant details, interaction volume, and employee feedback, ensuring quantifiable results. Elevate employee engagement by hosting award ceremonies within the Metaverse, creating memorable and rewarding experiences. It has the potential to **uplift the overall employee engagement by 20-30%**. By leveraging HCLTech's Metafinity platform for the development of similar Metaverse-based Townhall solutions, there will be a **reduction in the development cycle by 40-50%** and **time to market by 30%**.

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