

# HCLTech Advantage Experience for Hi-Tech and Manufacturing

Integrated experience solution to  
drive engagement and enablement



The HCLTech Advantage Experience for Hi-Tech & Manufacturing solution is a partner/customer engagement platform that can be hosted by Hi-Tech & Manufacturing enterprises encompassing both B2B and B2C interactions. The solution addresses customer engagement across the entire customer lifecycle, right from awareness creation to advocacy. The solution provides a holistic customer experience, while also being personalized, collaborative omni-channel and commerce enabled. Integration with enterprise systems such as CRM, unifying enterprise systems, while also being omni-channel enabled. The solution is built using our digital component library which can be extended for future use cases. It also includes major features such as DesignOps, code automation, headless commerce, site on-boarding, devops orchestration and migration capabilities



## HCLTech Advantage Experience For Hi-tech & Manufacturing provides



Higher partner and user engagement and retention



Shared business goals leading to better results

### Effective lead management



Improved sales cycle



Improved customer acquisition



Faster go to market

## Capabilities



- CRM and lead management
- Single view of customer
- Multi-channel marketing
- Headless commerce
- Personalization
- Analytics and reporting
- Events and webinars
- Digital self-service
- Collaboration

## B2B and B2C use cases



- Self-service and account management
- Partner and customer on-boarding
- Loyalty and alliance
- Product information management
- Training and knowledge management
- Service requests and contact center
- Store and order management
- Dashboards and alerts
- Lead management and nurturing
- Sell products and services
- Orders and promotions
- Repeat orders, order on behalf

## Benefits



- Faster go to market
- Actionable customer insights
- Better partner, customer engagement
- Higher partner and customer retention
- Increased lead conversion and sales ratio
- Improved sales cycle
- Increased brand awareness
- Better engineering quality and processes

**30%-70%**

Reduction in  
development time

**25%-30%**

Optimization in rollouts  
and on-boarding

**25%-40%**

Cost saving through  
reusable components

**~30%**

Efficiency in  
marketing activation

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