

HCLTech Advantage Experience powered by GenAI

Harnessing the power of AI and analytics
for enhanced total experiences



Introduction

Enterprises are harnessing the power of GenAI to revolutionize omnichannel marketing experiences for their customers. With its ability to generate content that mirrors natural expression, GenAI is reshaping the way businesses connect with their audience across various channels. From crafting compelling marketing materials to seamlessly automating content creation, enterprises are deploying GenAI to enhance both efficiency and creativity in delivering a unified and engaging experience. This forward-looking approach not only accelerates content creation but also positions organizations to thrive in the dynamic digital landscape. The strategic adoption of GenAI marks a pivotal step for enterprises committed to providing a competitive edge in delivering seamless and personalized omnichannel interactions for their customers.

GenAI trends in the world of omnichannel marketing

GenAI is transforming the way enterprises brainstorm about their omnichannel strategies. Its dynamic power is revolutionizing marketing interactions, boosting efficiency and elevating creativity for some truly unparalleled customer engagement.



Seamless searches

Search, find and synthesize information seamlessly, including conversational responses for the right information



Content generation

Create new pieces of original content including text, images and video based on NLP prompts



Code generation

Generate intent-based code functions and test automation to easily enhance development productivity and efficiency



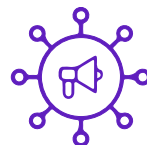
Hyper-personalization

Personalize customer experiences by helping them find exactly what they are looking for with relevant and contextual recommendations



Deeper customer insights

Analyze customer data to create more granular and nuanced customer segments, leading to more targeted experiences



Optimizing marketing campaigns

Analyze data and suggest improvements for A/B testing, leading to faster and more efficient campaign optimization

HCLTech Advantage Experience: Unleash creativity powered by GenAI capabilities

Embark on an unparalleled journey of innovation with the HCLTech Advantage Experience, where creativity takes center stage, fueled by the transformative capabilities of GenAI. This solution transcends traditional boundaries, offering a dynamic platform where the synergy between creative insight and AI becomes a catalyst for unprecedented creative exploration. Discover how HCLTech leverages the cutting-edge potential of GenAI to unlock new realms of imagination, empowering individuals and organizations to unleash their full creative potential in the digital landscape. Welcome to a future where the HCLTech Advantage Experience propels creativity to new heights, setting the stage for a revolution in how we perceive and engage with technology.



Features that set HCLTech Advantage Experience apart:



Content assist

Explore a wide range of features, such as a text assistant for marketing content, a text-to-image function and SEO-enabled content creation. Ensures content quality through moderation, adheres to brand guidelines and allows content reuse across channels. The solution also includes sentiment analysis and manual correction options for categorizing content as positive, negative or neutral.



Code co-pilot

Streamline workflow with suggested template designs, minimize website component creation efforts and enhance optimization through a code inspector. Automate test case generation, providing comprehensive test documentation for functional, accessibility and compliance testing. Overall, it's a valuable resource for efficient development and testing processes.



AI-enabled marketing

Streamline content creation for emails, including subject lines, promotional emails, newsletters and more. Craft engaging social media content across platforms like Twitter, YouTube, Facebook, and LinkedIn. Leverage GenAI to enable swift research for product refinement and service enhancement. Its conversational analytics feature provides quick customer views and sentiment analysis, offering valuable insights for marketers.



Experience AI

Seamlessly combine conversation-enabled features, leveraging NLP and LLM reasoning models to maintain user conversational history and deliver personalized virtual interactions. Ensure hyper-personalization by tailoring experiences with enterprise data for content relevance and contextualization. The intelligent search functionality employs semantic and context-based search, utilizing local LLMs to provide trusted results. Additionally, the system enables 24x7 customer service interaction, offering proactive support with predictive insights.

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Progress™