HCLTech | Supercharging Progress™

Accelerate contact center modernization with HCLTech's Blueprint Builder

2025

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HCLTech's Blueprint Builder enables organizations to take the first confident step toward modernizing their contact centers. In a landscape where evolving customer expectations, legacy systems and fragmented data often impede progress, Blueprint Builder provides a structured, insight-driven path to transformation. By combining the power of analytics, data science, Generative AI and decades of contact center expertise, it empowers businesses to define a clear modernization roadmap, harness AI-driven insights, uncover actionable opportunities for improvement and ensure alignment between business goals and customer engagement outcomes.

1 Offering overview

Many organizations are eager to modernize but unsure how to begin. Challenges such as aging legacy systems, fragmented data sources and the overwhelming array of options, ranging from omnichannel integration and self-service solutions to innovative Agentic AI opportunities, can stall or derail progress entirely.

HCLTech's Blueprint Builder is a strategic discovery engagement designed to efficiently provide organizations with a clear, data-driven path forward before committing valuable time and energy to a full-scale transformation.

Our exclusive approach harnesses actual contact center data readily available within your organization, including agent logs, chat transcripts, voice recordings and web clicks. We use an AI-powered analytics process combined with decades of direct industry experience to surface consumer trends, key contact drivers and critical pain points unique to your organization.

We also evaluate how your best contact center representatives handle those requests to eliminate the need for exhaustive design mapping cycles.

This data, combined with HCLTech's 30+ years of Contact Center delivery expertise allows us to identify the most efficient way to resolve those problems.

Leveraging your organization's data and our team's unique expertise, the HCLTech CCaaS team creates a customized, prioritized blueprint and a precise roadmap that outlines your best path to meeting your customers where they are while also focusing on the most impactful areas of opportunity for value adds and operational efficiencies. The power of Blueprint Builder lies in turning data into a strategic plan.

2 Objectives and deliverables

HCLTech's Blueprint Builder is intentionally designed for organizations looking for measurable momentum without the immediate commitment to extensive initiatives. Its focused timeframe, accessible investment and highly targeted output make it the perfect way to:

Build stakeholder confidence: Clearly demonstrate contact center modernization's benefits and practical feasibility.

Align internal teams: Unify different organizational units around a coherent, shared vision and roadmap.

De-risk future investments: Provide a transparent, well-supported strategy that significantly reduces uncertainty and investment risk.

Establish a strong partnership: Foster an initial relationship with HCLTech's extensive Contact Center-as-a-Service expertise to create a solid foundation for future collaboration.

Forecast impact and savings: Data-driven insights that identify potential impact on key metrics and uncover opportunities for cost savings.

The Blueprint Builder discovery cycle processes data to provide clear recommendations for improvement.

Call flow optimization: Visualize customer/agent interactions to pinpoint precise areas of improvement and go-forward opportunities.

Self-service opportunities: Identify and propose new intents and tasks suited for automated responses, including GenAI use cases to reduce agent workload and enhance customer satisfaction.

Application design recommendations: Highlight gaps in user experience that hinder agent productivity and provide targeted suggestions for improvement.

Channel strategy: Recommend optimal communication channels for different customer interaction types to ensure effective and efficient customer engagement.

The analyzed data and recommendations provide actionable insights to support the next steps in strategy and planning.

Develop detailed backlogs and requirements: Clearly define priorities and articulate functional requirements for project execution.

Bootstrap Agentic AI processes: Contact center recordings and associated metadata can also become a starting point for Agentic AI workflows and training.

Seed recordings for tuning intent models: Use authentic call data to train and refine AI-driven caller intent models, ensuring accurate and efficient customer interactions.

Train agents on preventable challenges: Use real-world scenarios from recordings to proactively train agents, reduce repeated issues and improve overall service quality.

3 Offering structure

HCLTech's Blueprint Builder includes the following activities:

Pre-session preparation

→ Review customer's current state (e.g., infrastructure, platforms, pain points)
→ Identify customer-specific challenges (e.g., supply chain, customer service, IT ops)
→ Compare/Contrast with typical vertical specific challenges based on HCLTech's direct experience within the space and prior solutions

Workshop

→ Stakeholder interviews and use case exploration (can be live and onsite)
→ Gather available data for offline pattern analysis and blueprinting
→ Gap analysis between current capabilities and desired outcomes
→ Introduction to HCLTech's AI portfolio (e.g., GenAI, CCaaS, D365 integrations)

Deliverables

→ Summary of business goals and challenges
→ Recommended AI solutions and engagement roadmap
→ Optional demo or proof-of-concept planning

4 HCLTech differentiators

HCLTech's CCaaS team combines deep operational understanding with technical excellence.

| 600+ contact center specialists, including former Nuance engineers and strategy experts. | Thousands of conversational flow modernizations delivered across industries. | Proven expertise in legacy migrations, Microsoft Dynamics 365 and GenAI adoption. |
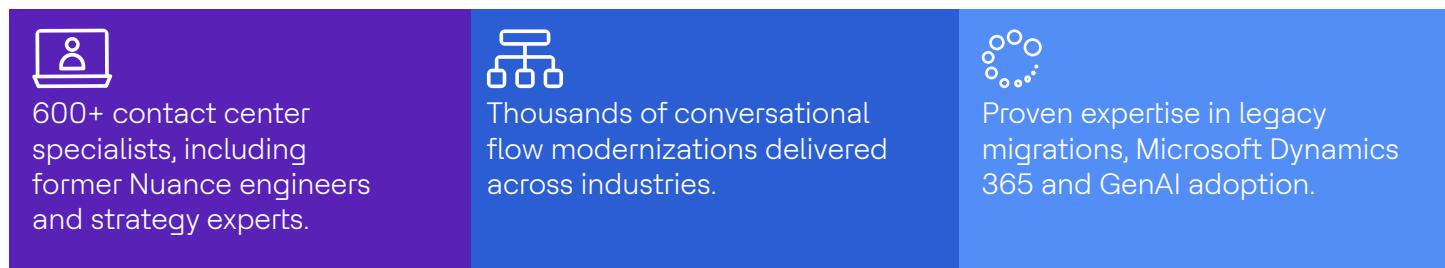
Blueprint Builder leverages this collective knowledge to shorten the modernization journey, deliver measurable value faster and reduce implementation uncertainty.

5 Customer success snapshot:

HCLTech has effectively utilized Blueprint Builder to achieve efficiency and success in customer CCaaS implementations.

Major healthcare provider:

HCLTech's Blueprint Builder program proved instrumental in accelerating the customer's contact center transformation by leveraging existing operational data to deliver strategic clarity and execution speed. Faced with the challenge of rewriting an IVR application with a natural language front-end, the Blueprint Builder engagement enabled the team to analyze whole call recordings and application logs, revealing over 90% overlap in caller intent with an existing solution. This insight allowed the customer to merge solutions, giving their new line of business a significant head start while avoiding the complexity of maintaining a separate system. The program's data-driven methodology—grounded in authentic contact center interactions—surfaced actionable design recommendations and intent model training opportunities, streamlining the path to delivery and minimizing future maintenance overhead.

Leading cruise line:

The customer required an intelligent routing solution to ensure cruise line passengers were being handled appropriately, effectively and efficiently. However, the customer had limited insight into caller intent distribution, dynamic call drivers and next best actions. With peak busy season rapidly approaching, this leading cruise line required HCLTech's help to solve their business problems efficiently. HCLTech used our AI-drive Blueprint Builder methodology to quickly consume readily available call center logs and transcripts from live representatives to mine for call drivers, intent breakdown and pattern analysis. This allowed HCLTech to provide the customer with a clear implementation plan that was prioritized for their bespoke business, as well as finding call drivers the customer was previously unaware of. This level of upfront Blueprint Building allowed the solution to be successfully deployed within 5 weeks (compared to a 6+ month legacy implementation).

6 Engagement timeline:

The Blueprint Builder program typically lasts about four weeks, depending on the availability of customer data and access to key stakeholders.

Pre-Session Preparation

Workshop

Deliverables

~1 week
- Review current state
- Discuss business challenges

~1 week
- Key stakeholder interviews
- Gather data for analysis

~2 weeks
- Offline data analysis
- Create recommended plan
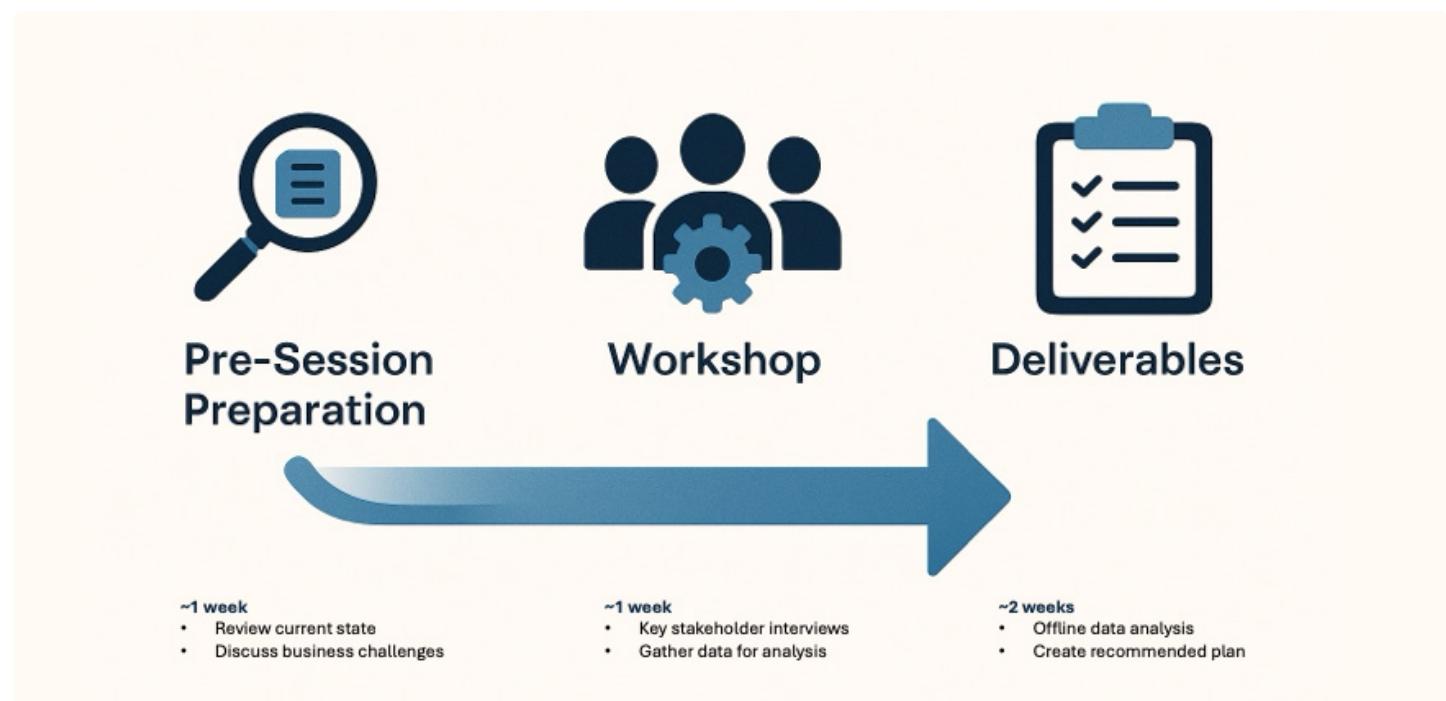
7 Pricing model

The HCLTech Blueprint Builder may be offered as a complimentary service during sales cycles, when such discovery is needed to help streamline the sales process.

Additional enhancements, deliverables or scope can also be accommodated for an additional fee.

8 Outcomes

Let the HCLTech CCaaS team supercharge your contact center transformation using Blueprint Builder services. With our proven methodology and intimate knowledge of contact centers, gained from over from more than 30 years of building industry-leading solutions, and advances in GenAI technology, we can quickly assess a customer's unique challenges and business needs to create a bespoke plan for success. Contact the HCLTech CCaaS group for more information.

9 Author

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Joseph Solt is a technology leader at HCLTech, specializing in the end-to-end planning, execution and communication of multi-million dollar AI-driven transformation programs. With a strong track record of delivering on customer expectations, he excels in risk mitigation, timeline management, revenue forecasting and supporting complex sales cycles. Joseph is known for his clear executive-level communication, ability to align diverse stakeholders and ownership of innovation across emerging AI-led products and solutions. Throughout his career, he has built trusted client relationships by driving measurable outcomes, ensuring delivery excellence and helping organizations adopt AI and automation in ways that unlock efficiency, elevate customer experiences and create long-term business value.
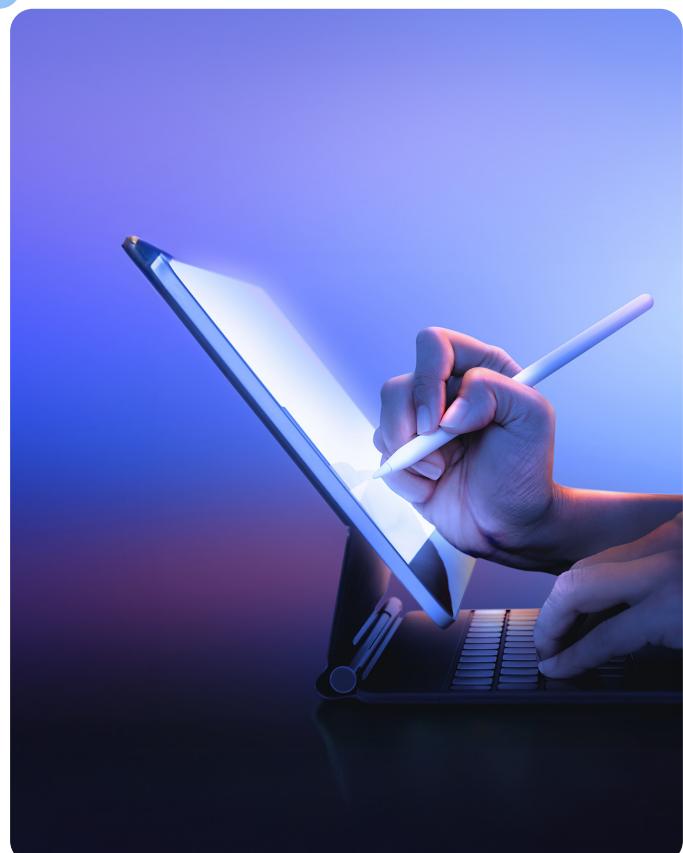
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HCLTech is a global technology company, home to more than 226,600 people across 60 countries, delivering industry-leading capabilities centered around AI, digital, engineering, cloud and software, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, High Tech, Semiconductor, Telecom and Media, Retail and CPG, Mobility and Public Services. Consolidated revenues as of 12 months ending September 2025 totaled $14.2 billion. To learn how we can supercharge progress for you, visit hcltech.com.