HCL

Transforming the Customer Experience

THE PROBLEM

89% of customers begin doing business with a competitor after a poor customer service experience – could that be one of your customers, and **would you know?**

89%

70% of social media users hear others' experiences with brands at least once a month

70%

67% of customers prefer self-service to speaking to a representative

67%

Oh! Hello again!

30-35%

30-35% of calls coming into the average centre are repeat customer calls

NOW THAT YOU HAVE SO MUCH INFORMATION ABOUT YOUR CUSTOMERS, WHAT ARE YOU GOING TO DO WITH IT?

TURN ONE-TIME CUSTOMERS INTO LOYAL CUSTOMERS

RECEIVE VALUABLE AND TIMELY PROACTIVE COMMUNICATIONS

RECEIVE SERVICE AND OFFERS TAILORED UNIQUELY TO THEM

MAXIMISE THE LIFETIME VALUE OF YOUR CUSTOMERS

INCREASING CUSTOMER EXPECTATIONS

CUSTOMERS WANT TO INTERACT SEAMLESSLY ACROSS MULTIPLE CHANNELS

HOW CAN HCL HELP?

HCL understands the importance of delivering the best possible experience for your customers. Based upon our extensive experience across high-volume customer interaction centres, and leveraging the benefits of CRM and big data technology, HCL has developed CEM, a unique Customer Experience Management framework to enhance interactions within a multi-channel contact centre environment.

OUR PROPOSITION

'Make every agent your best agent'

An expert contact centre agent can often tell what a customer is going to ask for next, but they rarely have that luxury of time, and often don't have the expertise either. HCL's CEM solution uses the existing data to deduce what is most likely to happen next – whether that is the next likely question from the customer, or the time of day they are most likely to read an email.

This gives an increased sense of personalisation and customer service, reduces time wasted on

dead ends, all the time based on the most recent data available. Technologies like in memory databases (to extract value from data) and enterprise mobility (to maximise access to the results) have the potential to transform even the most mature customer interaction setups.

One-Day CEM Assessment:

Every company is different, and so our approach is to start with an assessment of your organisation. We deliver this as a one-day customer experience management assessment, designed to help you identify how to best meet the growing expectation of your customers.

As part of this assessment we will:

- *Conduct a high-level assessment of your current contact centre landscape*
- *Work with you and your key business stakeholders to identify and prioritise opportunities to improve customer experience, leveraging components of our CEM framework*
- *Share insights on the new technologies and how these might be leveraged*
- *Provide a report, in clear and no-nonsense language, on the CEM technologies that you could exploit to successfully improve your customer experience with discrete next steps.*

THE HCL DIFFERENCE

The CEM framework is the result of many innovations and stands as a distinctively powerful and unique solution to optimise the customer experience.

CUSTOMER EXPERIENCE MANAGEMENT FRAMEWORK	CUSTOMER COMMUNICATION FRAMEWORK	INTERACTION MANAGEMENT FRAMEWORK	EXCEPTION MANAGEMENT FRAMEWORK
PRINT MAIL/FAX		ACCOUNT MANAGEMENT	
FACE-TO-FACE		SALES & MARKETING	
TELEPHONY		SERVICE MANAGEMENT	
WEB		ENERGY MANAGEMENT	
MOBILE			
EMAIL			
SOCIAL MEDIA			

We have developed a portfolio of business accelerators aligned to customer expectations by working with organisations like you

- REAL-TIME INTERACTION MANAGEMENT
- DYNAMIC OFFER MANAGEMENT
- PROACTIVE CUSTOMER MANAGEMENT
- REAL-TIME CHANNEL OPTIMISATION
- PERCEPTION MANAGEMENT

This framework enables:

- **Real-Time Interaction Management –** *predict and proactively manage cross-channel customer interactions to maximise the value for both you and your customer*
- **Dynamic Offer Management –** *offer products and services tailored uniquely to each customer based upon their order history, credit status, social media impact, recent interactions, and lifetime value scoring*
- **Proactive Customer Communications –** *provide proactive and valuable communications through the customer's channel(s) of choice*
- **Real-Time Channel Optimisation –** *prioritise and route customers across channels, based upon customer value and interaction type in combination with available call centre capacity*
- **Perception Management –** *monitor overall sentiment, as well as pinpoint and respond personally to specific social media postings about your products, services, or brand*

THE BENEFITS

HCL's CEM solution enables benefits through:

- *Increase in first time call resolution and higher cross-sell uptake without significantly increasing the load or skill requirements on individual employees*
- *Increase in offer uptake*
- *Reduction in average call handling time*
- *Reduction in overall call volumes from better initial communications*

THE NEXT STEP

Gain a deeper insight into how your organisation can harness the power of CEM and upcoming HCL innovations by arranging a meeting with one of our innovation experts today and arranging your CEM assessment.

CASE STUDY:
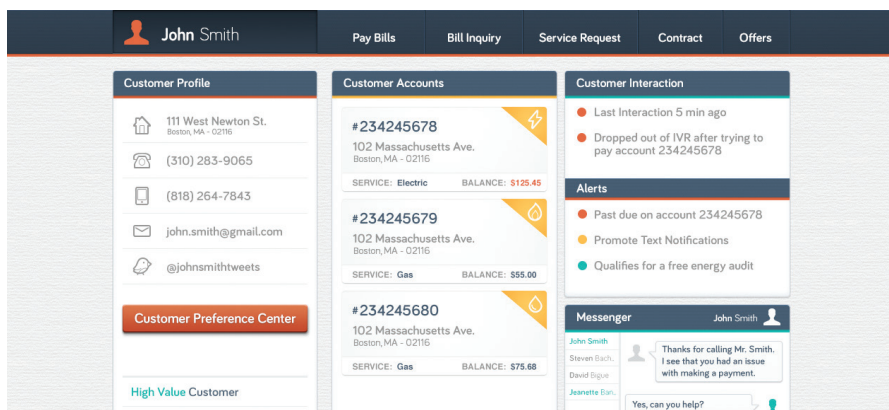
"The intelligent dashboard helped reduce the call handling time and made the customer experience great."

The Client

A large utility company, with over 500,000 customers, both individuals and businesses.

The Problem

Given the client's large customer base, a crucial part of their business is ensuring good customer care and management and having the necessary processes in place to effectively deliver this.

The client wanted to utilise a solution which would serve to replace front office processes and establish a basis for future customer personalisation activities including customer segmentation, marketing, demand management, and other related programs.

In conjunction with this they wanted to establish a foundation for a consistent customer experience within Contact Centre operations, and be able to embrace upcoming strategic changes in their business.

How HCL Helped

HCL implemented the latest release of the customer's CRM platform to support future strategic initiatives.

As part of the implementation, HCL also deployed the Interaction Management Framework, which allows the client to predict why their customers are calling and provides quick navigation to key areas of CRM to efficiently address the most important concerns of the customer.

In addition it enables the company to proactively alert customers to company priorities. We achieved this by representing a streamlined process that includes identification, data mining, analysis, presentation, and avenues for resolution.

The improvements in the usability of the solution also minimised the potential "performance dip" post go-live which can occur as users become accustomed to a new environment.

HCL's implementation of SAP CRM with the supplementary IMF enhancement will lay the foundation for the client to make immediate benefits, as well as leverage other on-going investments in customer facing activities. With these solutions, the clients' customers are expected to see many service enhancements, such as detailed usage statistics and improved customer support. The flexible solution will allow the client to continue to innovate its services for years to come.

"HCL helped us integrate more than 150 customer business processes"

ABOUT HCL

HCL is a leading technology organisation with revenues of $6.2bn and 92,000 employees operating from 31 countries around the world.

HCL's Enterprise Application Services (EAS) division helps clients transform, sustain and evolve their businesses through the effective deployment of enterprise technology. Focused on creating best run businesses, EAS primarily utilises SAP, Oracle and Microsoft technology in achieving these goals.

HCL's EAS practice is a leader in disruptive enterprise technologies including cloud, mobility, social media, big data & analytics and engineered systems.

TRUE GLOBAL DELIVERY

HCL operates as a single global organisation allowing us to deploy consulting teams which leverage proven industry and solution best practices from our offices and delivery centres around the world.

Microsoft Dynamics

ORACLE® **PARTNER**

SAP **Global Partner**

Contact us at **hcleas@hcl.com**