



engage

MEET THE FUTURE, HEAD-ON.



**HCL**

## THE FUTURE OF CUSTOMER *ENGAGEMENT*

Utilities who focus their customer operations on what customers care about are realizing reduced customer churn, greater customer advocacy, improved growth and lower operational costs.

These utilities recognize that effective, integrated customer and channel management solutions that meet and interact with customers where they want to be met are critical to improving the customer experience and enabling the transition to richer customer interactions.

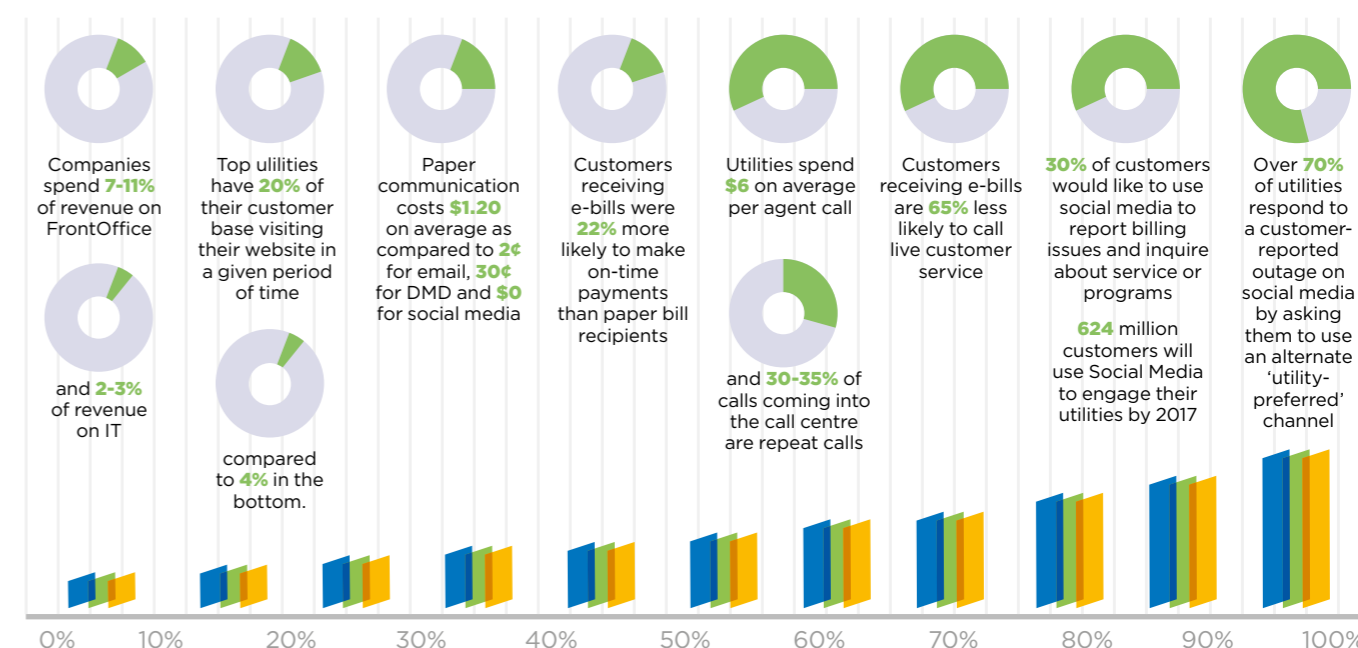
HCL has developed Engage to provide utilities with a true multi-channel customer engagement platform. Engage delivers transformed customer experience for millions of customers today.

Engage supports the full spectrum of delivery models from in-sourced technologies through to outsourced operations with guaranteed business outcomes. Utilities who adopt Engage benefit from:

- The latest technologies owned by them with no transfer penalties
- HCL global utilities call center operations
- Guaranteed levels of business process performance
- The option of No infrastructure, No software, No Data Centers
- The ability to move to fully outsourced IT support and customer operations

Engage is available on a component by component basis, as a managed service or as a complete BPO offering

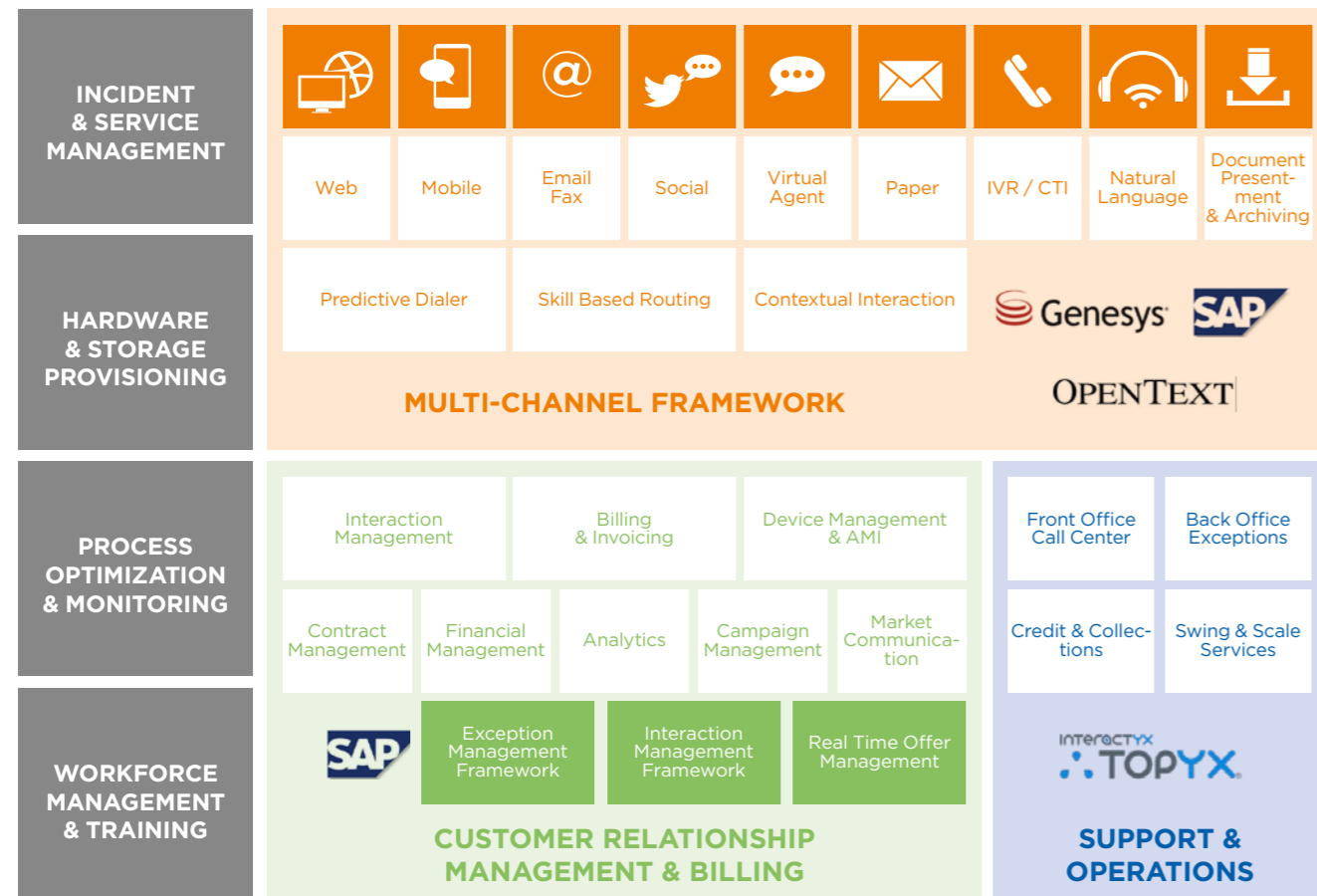
## DID YOU KNOW



## COMPLETE *ENGAGEMENT*

Engage is our pre-defined Gold Standard utilities operating model, based on proven utilities industry best practices developed over our 25 years of experience implementing more utility customer care and billing solutions than any other systems implementer.

Engage processes are enabled via pre-configured best of breed technology components covering all aspects of customer care from billing through to mobile self service, from IVR through to dynamic multi-channel content management, from campaign planning through to offer management, all with pre-built integration allowing processes to work seamlessly across the different technologies.



The Engage platform ensures that customer knowledge and context is preserved across all interaction channels, ensuring that:

- All customers have accurate, up-to-date information accessible via their preferred channel
- Information is consistent and reliable across all channels
- A full history of all customer interactions and context is maintained across all channels
- Customer operations staff have the tools and information to predict reasons for calls
- All channels are monitored and managed consistently to ensure an optimized customer experience
- The whole customer operations workforce is managed and measured consistently

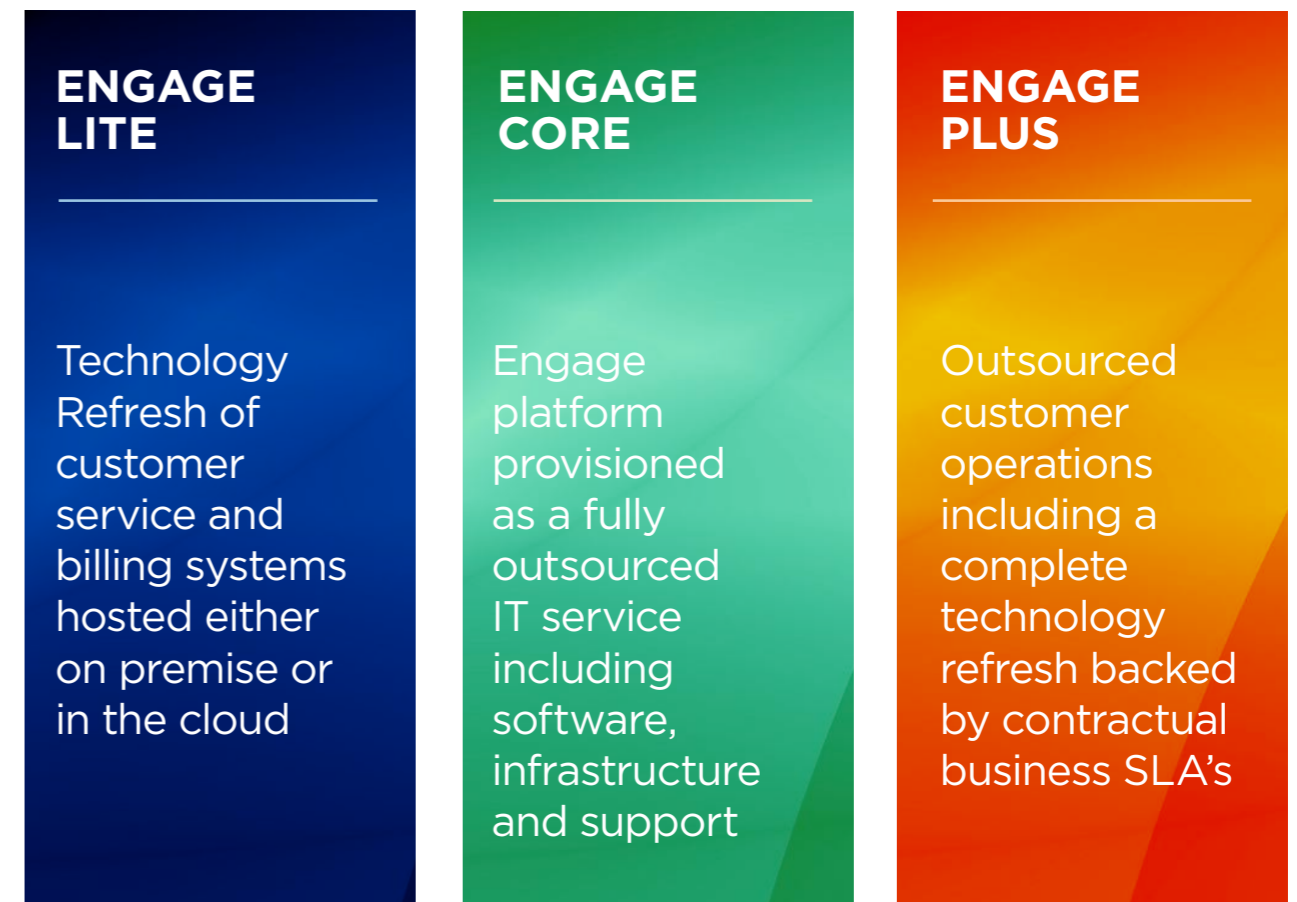
## HOW MUCH TO *ENGAGE*

Pre-configured doesn't mean inflexible. Because Engage is based on a fully defined, integrated reference model, individual components can be adopted and customer specific changes can be easily delivered. Whether you're a competitive retailer, regulated supplier or unbundled distributor providing Electricity, Gas or Water with additional services, Engage has been designed to meet your business needs.

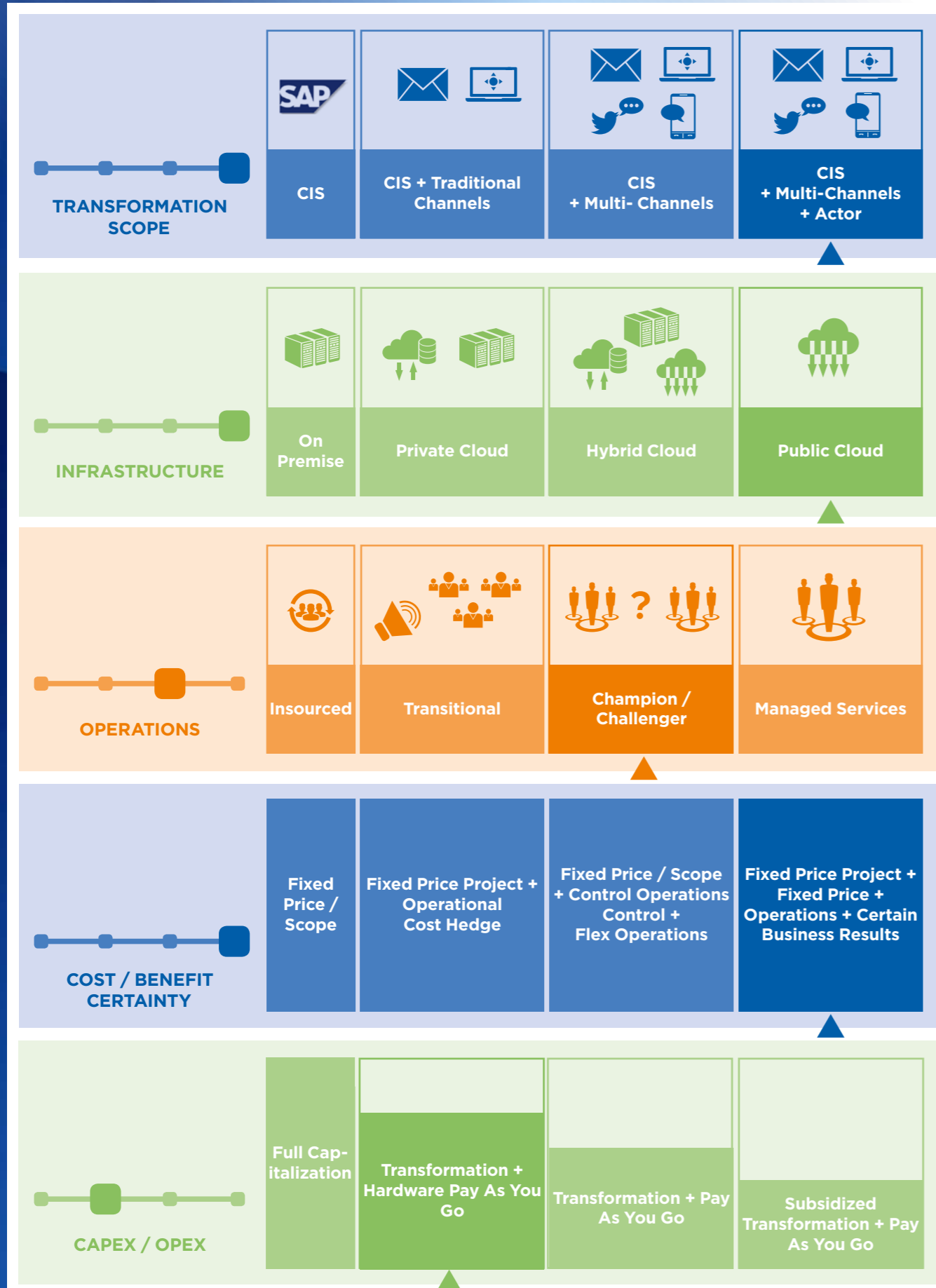
Engage customers can choose which Engage components they deploy, how they are provisioned, operated or supported as well as the most appropriate economic model. All with the certainty that components can be added or dropped as circumstances and requirements change.

### **ENGAGEMENT MODELS**

While Engage allows full flexibility in determining the right operational and commercial model for a specific organization, we typically see three Engagement Models:



## HOW MUCH TO ENGAGE

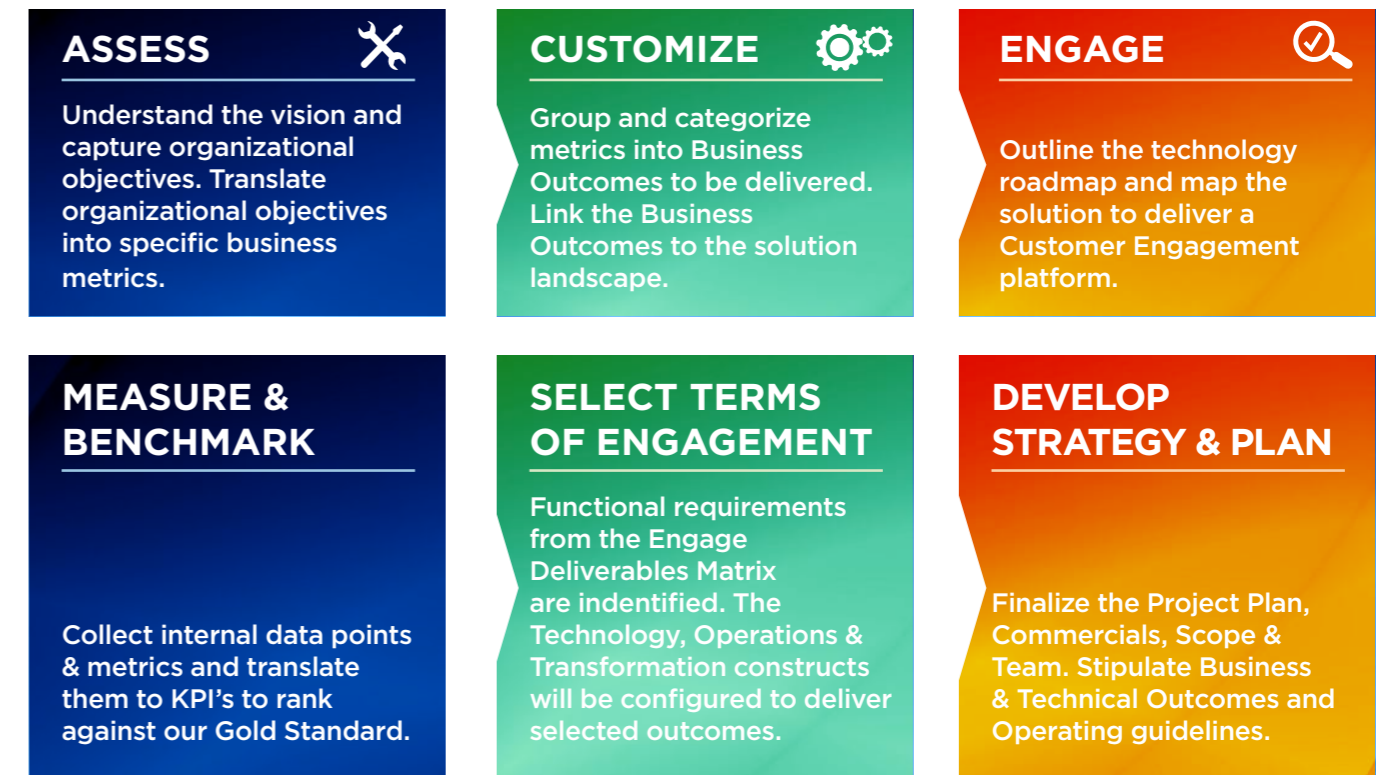


## DECIDING WHETHER TO ENGAGE

Engage is a flexible utilities business process platform that delivers guaranteed levels of business performance. In determining whether Engage is right for your organization and which Engage model makes commercial sense, there are a number of questions that we'd expect you to ask:

- How does my customer engagement performance match up against best in class benchmarks
- What performance improvements will be delivered if I make the transition to best in class and what is the associated financial impact
- How much do I want to retain in-house
- How much of Engage do I need
- Which financial model works best for me

Some of these questions require detailed analysis and consideration and clearly you don't want to invest the effort if Engage isn't likely to deliver the improvements that you need. To help streamline the process, we've developed a three-stage diagnostic that helps utilities understand whether Engage is a viable option:



1. Taking current & target levels of performance and comparing these to our customer engagement benchmarks provides a measure for the size of improvement opportunity
2. Focusing on those areas of greatest improvement, we can propose different Engage models
3. Evaluating different models against the estimated returns provides an early view on viable engage models

If a viable Engage model is identified, we recommend a short due diligence and planning phase to develop a robust cost model and implementation plan which can be taken forward for approval.

If you think that Engage could help transform your customer operations, please contact us : [engageme@hcl.com](mailto:engageme@hcl.com)



**HCL Technologies** is a leading global IT services company working with clients in the areas that impact and redefine the core of their businesses. Since its emergence on the global landscape, and after its IPO in 1999, HCL has focused on 'transformational outsourcing', underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Life Sciences & Healthcare. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers its 95,000 transformers to create real value for customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 5.5 billion, for the Financial Year ended as on 30th September 2014 (on LTM basis). For more information, please visit [www.hcltech.com](http://www.hcltech.com)

**HCL's Public Services** business serves Energy and Utilities(E&U), Oil and Gas(O&G), Travel, Transportation, Logistics and Hospitality(TTLH) and Government Services (State, Central and Local). With its domain-led business process repositories, tools and framework-led IT and business transformation, HCL serves its valued clientele across all these industries. HCL's Public Services practice offers flexibility and scalability by adopting a collaborative co-sourcing approach to outsourcing where the customer retains control over all strategic aspects of IT, while leveraging HCL's capabilities for operational execution and excellence.



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*Relationship*<sup>™</sup>  
BEYOND THE CONTRACT

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