HCL

DIGITAL CARE
a product of eServices
eXperience is everything

LET'S TALK
APPLICATIONS

COLLABORATION,
CONTENT & SOCIAL

SOCIAL AS A BUSINESS / DIGITAL CARE

HCL'S
DIGITAL CARE SOLUTION

Digital Care

Digital Care is HCL's digital solutions for open, agile, and personalized customer service on digital channels. It involves the use of a single platform based digital technologies to cater to queries, product defects, leads, recommendations, potential crisis and opportunities.

Digital Customer Service leverages digital technologies such as mobile, web, social and cloud to make better decisions, automate processes, deepen their connection with customers, employees and intermediaries, and pursue profitable innovation, all at a rapid development pace. End-users can use digital solutions to develop a clear view of product and services offered, identify which product/services are not working for consumers such as policyholders or insurance shoppers, and where an improved experience will have the most impact.
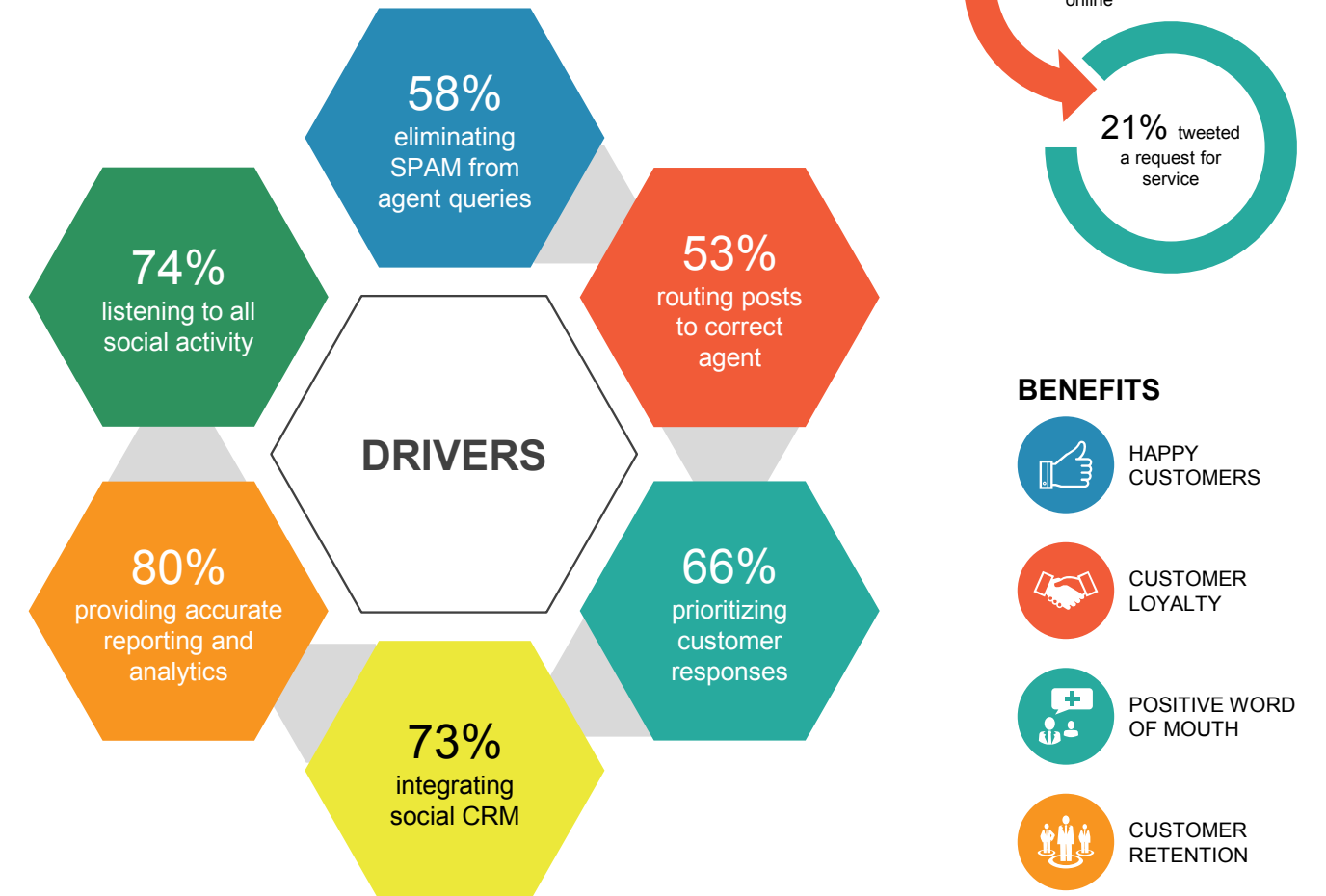
At HCL, we focus not only on users that are 'talking to' our customers and their competitors on multiple social channels, but also what they are 'talking about'. With our digital solutions, social frameworks, accelerators, and application, we provide customer service using digital technologies for aggregation, analysis of digital content from multiple online and social platforms, forums, sites, etc.

Objectives of Digital Care

- To enable noise and spam elimination
- To automate prioritization and assignment
- To provide dedicated care to top influencers
- To enable 360-degree view of the customer
- To allow different teams to respond to issues or comments using a simple platform
- To apply SLA and approvals before responding on social media
- To prioritize, assign, and introduce Customer Satisfaction Assessments
- To provide dashboards and reports

Why Digital Care?

Today, in this world of digital technology, customers have moved to digital channels and are constantly speaking out about their brand experiences. The brand needs to be present on these channels to proactively respond to customer concerns. Any missed chances of customer engagement on these channels can hurt the brand image.

53% last used Facebook for support interaction

48% watched a support video online

21% tweeted a request for service

DRIVERS

- 58% eliminating SPAM from agent queries
- 53% routing posts to correct agent
- 66% prioritizing customer responses
- 73% integrating social CRM
- 80% providing accurate reporting and analytics
- 74% listening to all social activity

BENEFITS

- HAPPY CUSTOMERS
- CUSTOMER LOYALTY
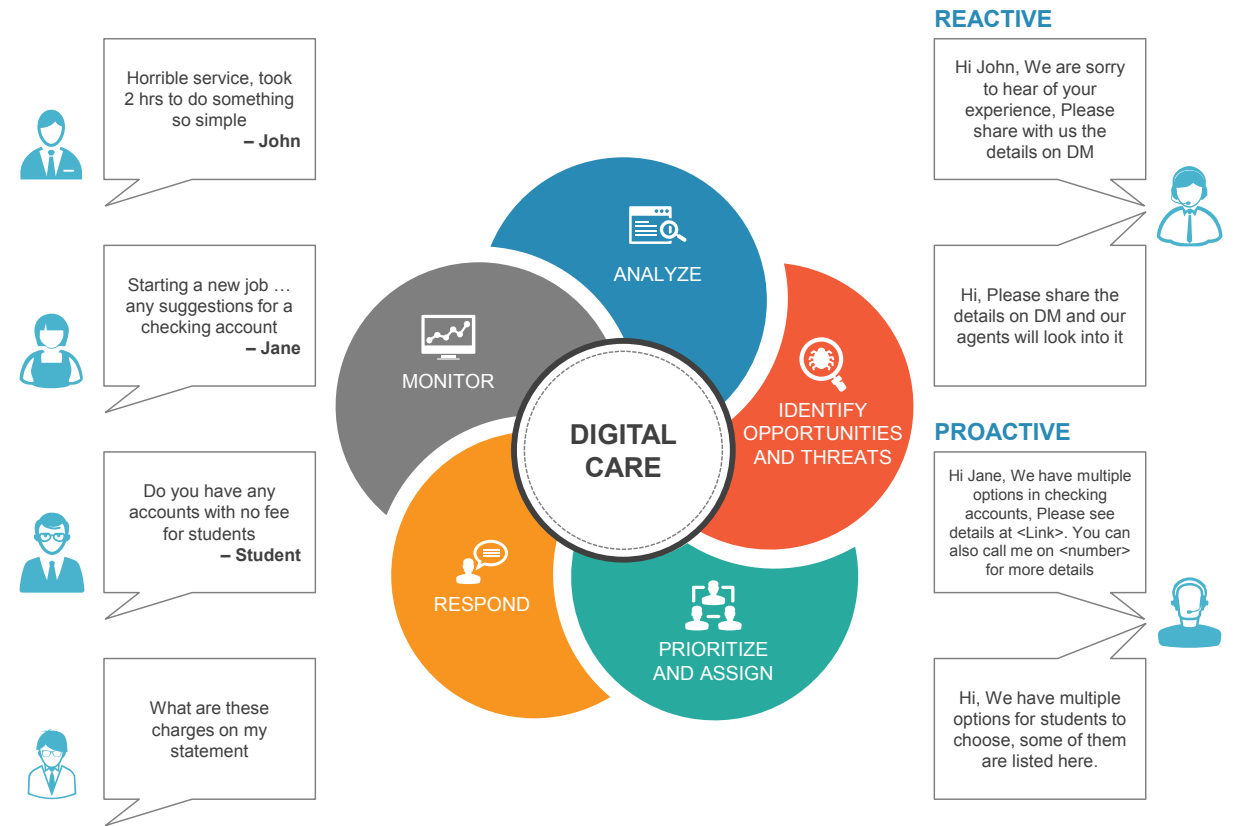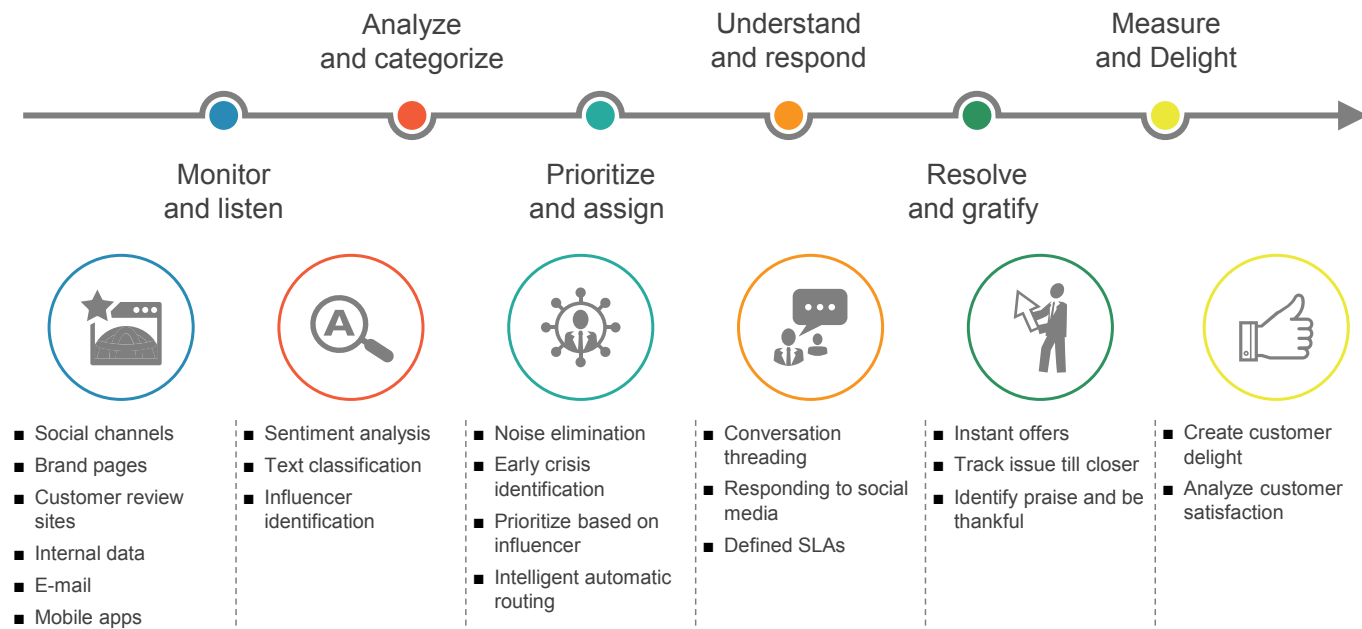- POSITIVE WORD OF MOUTH
- CUSTOMER RETENTION
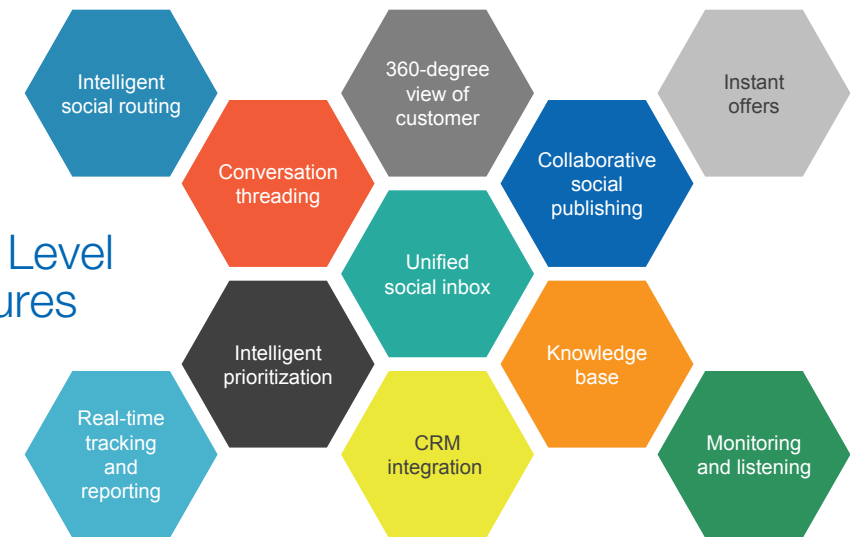
Digital Care Process

While most brands are present on digital channels, they still face challenges while trying to service customers efficiently. One of the primary challenges is the ability to filter relevant comments and issues from huges amounts of digital content, prioritize them, and respond effectively amid all the noise and spam.

Another challenge is to identify the criticality and severity of issues or comments mentioned about the brand.

HCL's Digital Care solution provides a seamless platform to listen, filter, analyze, prioritize, assign, respond, and measure the conversations taking place about the brand.

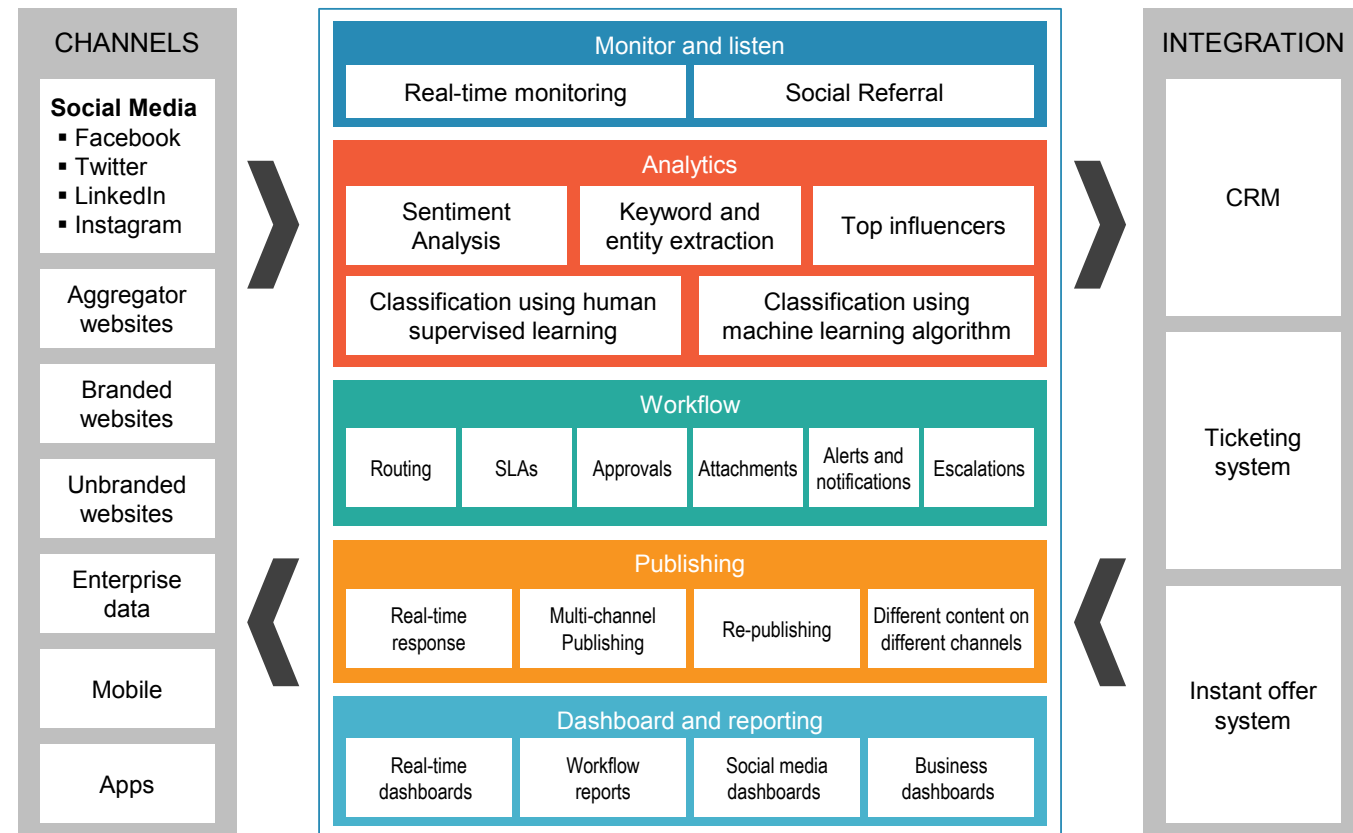| Monitor and listen	Analyze and categorize	Prioritize and assign	Understand and respond	Resolve and gratify	Measure and Delight
■ Social channels	■ Sentiment analysis	■ Noise elimination	■ Conversation threading	■ Instant offers	■ Create customer delight
■ Brand pages	■ Text classification	■ Early crisis identification	■ Responding to social media	■ Track issue till closer	■ Analyze customer satisfaction
■ Customer review sites	■ Influencer identification	■ Prioritize based on influencer	■ Defined SLAs	■ Identify praise and be thankful	
■ Internal data		■ Intelligent automatic routing			
■ E-mail					
■ Mobile apps					

High Level Features

Conceptual Architecture

Within our framework we use industry-specific taxonomies for the clients. Through data crawling, we extract the structured and unstructured data from multiple online and social platforms, forums, sites, etc. This data is further aggregated and stored in Mongo DB.

This data is then analyzed, and is presented in easy to comprehend reports with visualizations. These can be used for generating actionable insights for improvising the client's social media strategy in the light of users' preferences and competitions' actions.
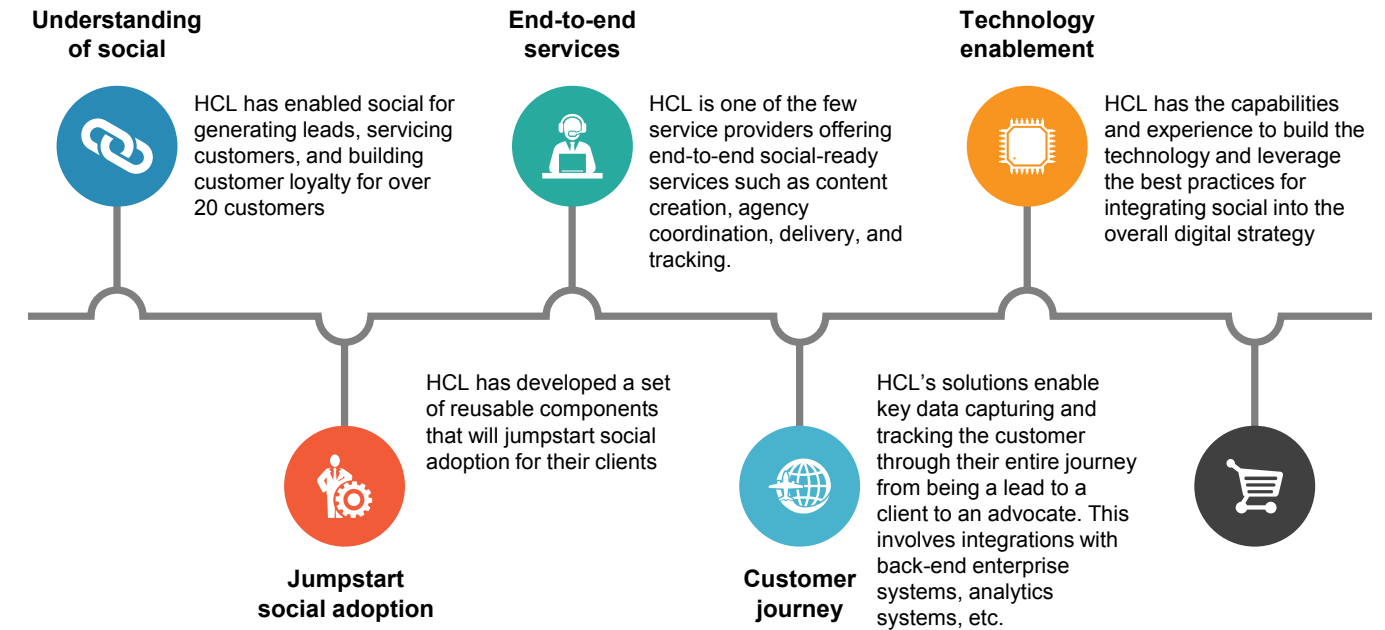

CHANNELS

Social Media
- Facebook
- Twitter
- LinkedIn
- Instagram

Aggregator websites

Branded websites

Unbranded websites

Enterprise data

Mobile

Apps

Monitor and listen
| Real-time monitoring | Social Referral |

Analytics
| Sentiment Analysis | Keyword and entity extraction | Top influencers |
| Classification using human supervised learning | Classification using machine learning algorithm |

Workflow
| Routing | SLAs | Approvals | Attachments | Alerts and notifications | Escalations |

Publishing
| Real-time response | Multi-channel Publishing | Re-publishing | Different content on different channels |

Dashboard and reporting
| Real-time dashboards | Workflow reports | Social media dashboards | Business dashboards |

INTEGRATION

CRM

Ticketing system

Instant offer system

Major Components Social Listening: For social listening, HCL leverages a set of in-house listeners in conjunction with Data Aggregators (Data Sift) and third party solutions such as Mention.net and Brandwatch. Any additional social listener can be plugged-in based on the client's requirement.

Text Analytics: HCL uses a combination of NLP (natural language processing) engines and machine learning engines for improved text analytics. These combinations is used for sentiment analysis along with language detection and category, concept, entity keyword extraction and aspect-based text classification where the aspects may vary from client to client.

Visualizations: We utilize Java script libraries such as D3.js to provide interesting visualizations to our social analytics reports.

Outbound Communication Capability: We use native APIs to publish and respond on various social networks.

The HCL Advantage

Understanding of social

HCL has enabled social for generating leads, servicing customers, and building customer loyalty for over 20 customers

End-to-end services

HCL is one of the few service providers offering end-to-end social-ready services such as content creation, agency coordination, delivery, and tracking.

Technology enablement

HCL has the capabilities and experience to build the technology and leverage the best practices for integrating social into the overall digital strategy

HCL has developed a set of reusable components that will jumpstart social adoption for their clients

HCL's solutions enable key data capturing and tracking the customer through their entire journey from being a lead to a client to an advocate. This involves integrations with back-end enterprise systems, analytics systems, etc.

Jumpstart social adoption

Customer journey

APPLICATION
SUPPORT &
MAINTENANCE

BIG DATA &
BUSINESS
ANALYTICS

BUSINESS
ASSURANCE
& QUALITY
SERVICES

CLOUD, DIGITAL
EXPERIENCE &
MOBILITY

COLLABORATION,
CONTENT & SOCIAL

CUSTOMER
RELATIONSHIP
MANAGEMENT

DIGITAL
SYSTEMS
INTEGRATION

E-COMMERCE
& OMNI-CHANNEL

ENTERPRISE
RESOURCE
PLANNING

HUMAN
CAPITAL
MANAGEMENT

MODERN
APPLICATION
DEVELOPMENT

PLATFORMS &
INTEGRATION

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