# HCL's Rapid Service Experience Transformation (R-SET) Offering
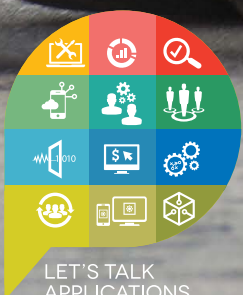
RAPIDLY DELIVERING STATE-OF-THE-ART CUSTOMER SERVICE EXPERIENCES FOR THE DIGITAL, SOCIAL AND MOBILE ERA

LET'S TALK
APPLICATIONS

**HCL**

**"Globally in 2013, 66% of consumers switched brands or business due to poor customer service, a 4% increase on the previous year. Some 82% of those who switched said the brand could have done something to stop them."**

*Current statistics show that providing good customer service has never been such an important differentiator from companies. But it has also never been more complex. We inhabit a multi-channel world and customers are setting the rules when it comes to deciding which channels they want to use.*

*The problem for many organizations is that their service management systems weren't designed for a multi-channel world. As a result, processes tend to be channel specific, data is fragmented, service personnel can't find the information they need, and no-one has a single view of the customer. Which is why we have developed the HCL R-SET offering.*

## RAPID RESULTS IN 12 WEEKS

Simply put HCL's R-SET offering provides all the resources needed to get you up and running on an integrated, multi-channel customer service management platform in as little as twelve weeks.

Using automated tools and agile methodologies, our experts will assess your existing service management practices and recommend changes based on your business requirements. They will then help you implement the technologies – including digital, social and mobile solutions – that will transform the way you service customers.
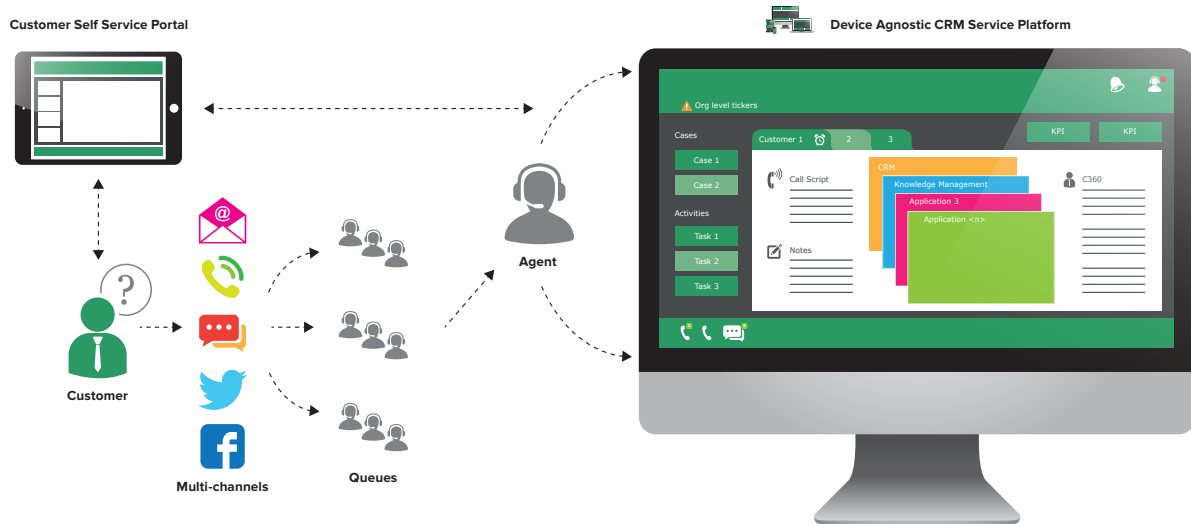
## WITH FAST, ITERATIVE DEVELOPMENT

The reason we can achieve results so quickly is that we have developed a carefully thought-through formula that allows us to carry out many of the activities required to run a successful project in parallel.

## FAST, ITERATIVE DEVELOPMENT

PLAN & VALIDATE

DEFINE & DESIGN

PARALLEL WORK ON PROCESS, DATA & QUALITY

DEPLOY & TRAIN

CONFIGURE & TRAIN

**HCL**

## R-SET AIMS TO DELIVER A DESIRED PROCESS FLOW FOR CUSTOMER SERVICE TEAMS

Just like more traditional projects we study your business processes and build a new solution for you, including migrating the necessary data; iteratively building, testing and deploying the new software; and training your support staff. The difference is our seasoned CRM professionals orchestrate many of these activities in parallel, saving time and cost.

Using agile development techniques, the project is tackled in bite-sized chunks with mutually agreed scopes and deliverables. As a result, we deliver a continuous stream of improvements that build the customer service management platform you desire.

### DELIVERING BIG BENEFITS

With the HCL R-SET offering we can help you quickly deploy an integrated, multichannel service management platform that meets the expectations of today's demanding customers.

Using it:

- Customers can choose to interact with you using whichever channel they prefer including digital channels like social, web, or email.

- They can help themselves anytime, anywhere using any device they like with comprehensive self-service capabilities.

- Service personnel can answer questions faster as they have a 360-degree view of all customer interactions and a single system for handling enquiries from all channels

- No-one should have to repeatedly solve the same problems, as they can leverage comprehensive Knowledge Base designed to support multiple channels.

The result is compelling customer experiences that drive loyalty and advocacy. Which, in turn, means more new customers and increased revenues.

## FREE ASSESSMENT

Our experts are ready and willing to help you overcome the challenges of legacy CRM solutions. So why not start by taking advantage of our free, two day assessment, the outcome of which is a business readiness roadmap. We can demonstrate the potential of a state-of-the-art, multi-channel service management platform that will help your company be successful for years to come.

### TO GET IN TOUCH PLEASE

Email: integrated.applications@hcl.com
Visit: www.hcltech.com

# www.hcltech.com

## ABOUT HCL

With revenues of $6.5 billion, employing 100,000 technology experts and operating in 31 countries worldwide, HCL is a leading global technology services provider. HCL helps its clients transform their business and IT assets, deliver complex Digital Systems Integration programs and operate their application and infrastructure estates.

HCL's Digital Systems Integration business works with its clients to drive business outcomes through large IT program delivery. HCL employs 15,000 systems integration experts. We are established partners with leading enterprise application providers—SAP, Oracle and Microsoft.

### Our propositions include:

- Global deployment
- Instance consolidation
- Fundamental cost reduction
- Target operating model transformation
- Benefits delivery
- Large program management
- Applications development
- Design, build and run services

## TRUE GLOBAL DELIVERY

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