



CUSTOMER
COMMUNICATION
MANAGEMENT
a product of **eServices**
eXperience is everything



COLLABORATION,
CONTENT & SOCIAL



REDEFINING CUSTOMER TOUCH POINTS

SHAPING EXPERIENCES

HCL CUSTOMER COMMUNICATION MANAGEMENT

Communication being the corner stone of great experiences and strong relationships is more than just delivering experiences that are consistent, relevant and convenient. It's creating seamless dialogue with your customer throughout their journey—from pre-purchase research to post sales touches.

Customer Communications Management is defined as 'a combined set of technology solutions that together provide organizations the ability to enhance the way they communicate with their customers'.

In short, it enables producers of transactional documents to leverage 'routine customer communications' such as invoices, statements and other similar documents for cross selling, upselling, promotions and enhance customer satisfaction.

WHY CCM?

Transactional documents are opened almost all the time. Studies and research from organizations show that invoices, statements and bills are opened more than 90% of the time and that the receiver looks at these documents for between three and five minutes.

In a world where we are bombarded by advertising messages, this level of attention cannot be ignored, which is why industry analysts such as Gartner Group, Forrester Research, InfoTrends and Madison Advisors advocate Customer Communications Management.

While Customer Communications Management started out with a simple premise, it has now become a key source for driving additional revenue and increasing levels of customer satisfaction and loyalty.

The industry is evolving and changing rapidly- People are looking for trust & transparency and contextualized Customer experience. Customer touch points have changed from mails to mobile apps. There is an overall shift in the way we communicate, communication channels we use, how frequently we need to communicate – apparently overall paradigms have changed.

This demands modernization in the way customer communications are done, in order to be able to meet customer needs, provide rich experience, increase customer satisfaction and increase opportunities for cross-sell and up-sell.





VERY FEW COMPANIES DELIVER AN OUTSTANDING CUSTOMER EXPERIENCE

THE DIFFERENCE BETWEEN HIGH AND LOW CAN BE WORTH MILLIONS OR EVEN BILLIONS OF DOLLARS IN MISSED OPPORTUNITY COSTS (FORRESTER)

Thus, the common challenges encountered by today's fast growing businesses could be enumerated as:



CHANGING CUSTOMER BEHAVIOR



SHIFTING BUSINESS MIX



CHAOTIC CUSTOMER CORRESPONDENCE



INCREASING COMPETITION



LACK OF UNIFORMITY IN CUSTOMER CORRESPONDENCE



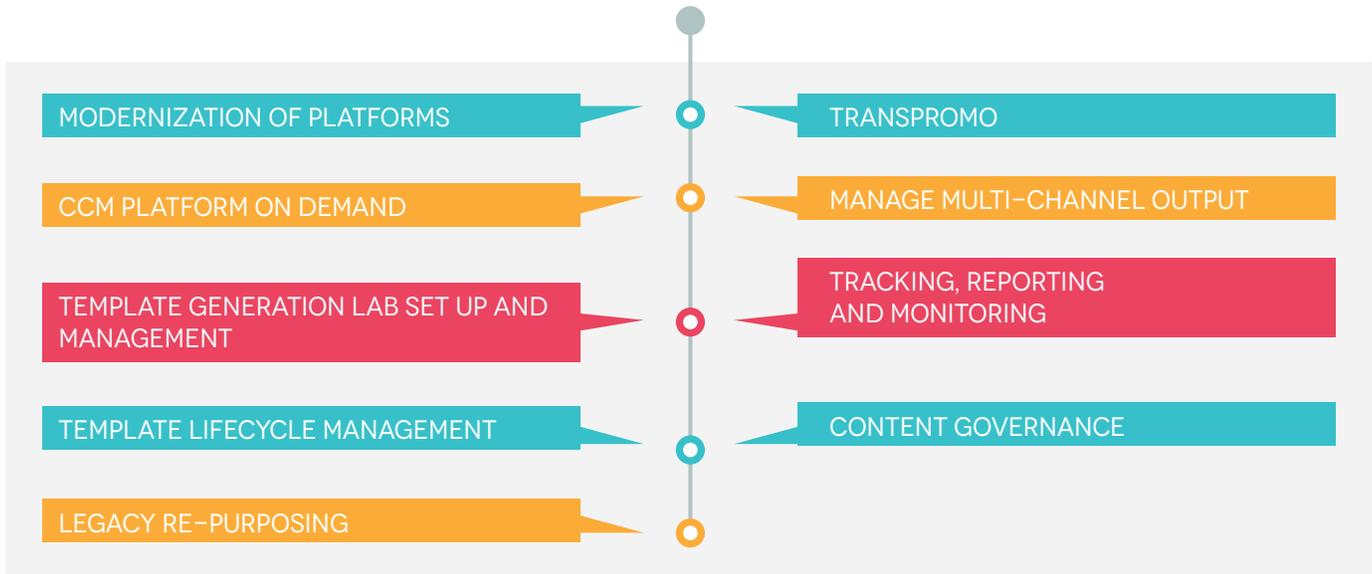
UNMANAGED CORRESPONDENCE



NEED FOR COST CONTROL

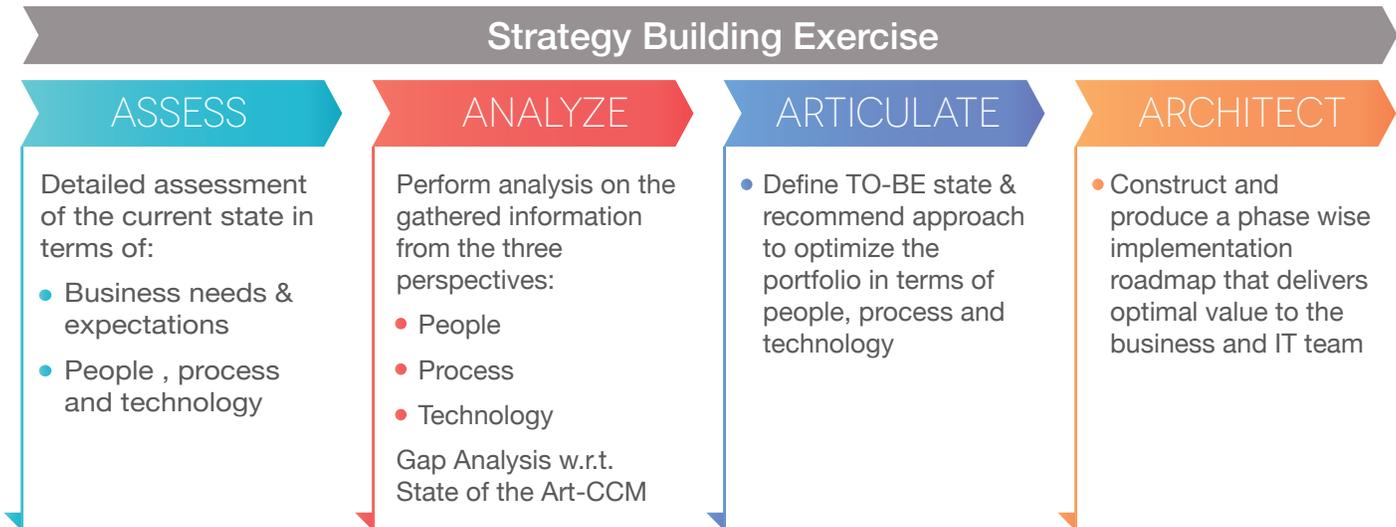
	FOUNDATIONAL	ADVANCED	EXTENDED
TYPE OF CORRESPONDENCE	Batch	On Demand Interactive	N.A.
PRE-PROCESSING	Simple Data Formats Proprietary Data Formats	Data cleaning, Standard Data formats	Data Normalization: Data hold for merging of streams
AUTHORING	Inflexible	Flexible, Business User Friendly, Interactive composition, Business Rules, Template & Content Catalogs, Multi-lingual content, Review & Approval Workflows	Smart Forms, Readability Scoring, Compliance Catalogs, Legacy Repurposing, Audio, Video Authoring, Transpromo
POST-PROCESSING	Print formats	PDF, Secured PDF	PDF/UA
CHANNELS	Print	SMS, Email, FAX	Social, Mobile Apps. Digital Mailboxes, Portal
TRACKING	Delivery reports	Bounced Mails, Barcodes Dashboards	Click Through Capture, Real Time Monitoring
ARCHIVAL	Partial Archival	Archival with Indexing and Search	Automated Retention

WHAT WE DO



DELIVERY APPROACH/ ENGAGEMENT METHODOLOGY

HCL proposes 4 'A's (Assess, Analyze, Articulate & Architect) Methodology for Delivery and Engagement



SOLUTIONS

1. TLM

TEMPLATE LIFECYCLE MANAGEMENT MODEL

- HCL's Template Lifecycle Management tool manages “Library & migration lifecycle” of correspondence templates.
- It helps teams categorize and manage the template inventory more efficiently, provide accurate and up to date inventory information for project stakeholders, and manage template disposition & rationalization process.

TLM HAS THE FOLLOWING PROPOSITIONS



Stakeholders engaged through surveys, notifications and reminders



Fully searchable template inventory



Inventory of template maintained – import, filtering, recording of template information



SLA driven process involving template owners and unit level owners



Single web based application for maintaining Inventorization

TEMPLATE LIFECYCLE MANAGEMENT TOOL (TLM)

INVENTORIZAZION

- Maintaining Inventory of templates
- Upload, filtering, record, searching templates details
- Identifying duplicates, similar templates
- Grouping of templates

• Analysis, providing dashboard

MIGRATION GOVERNANCE

- SLA's for response to surveys, decisions
- RACI for view, update, responding to surveys
- Escalation and exception paths

STAKEHOLDER COMMUNICATION

- Sending out surveys, questionnaires
- Allowing direct entry of information from stakeholders into the tool
- Notifications and reminders

ANALYSIS

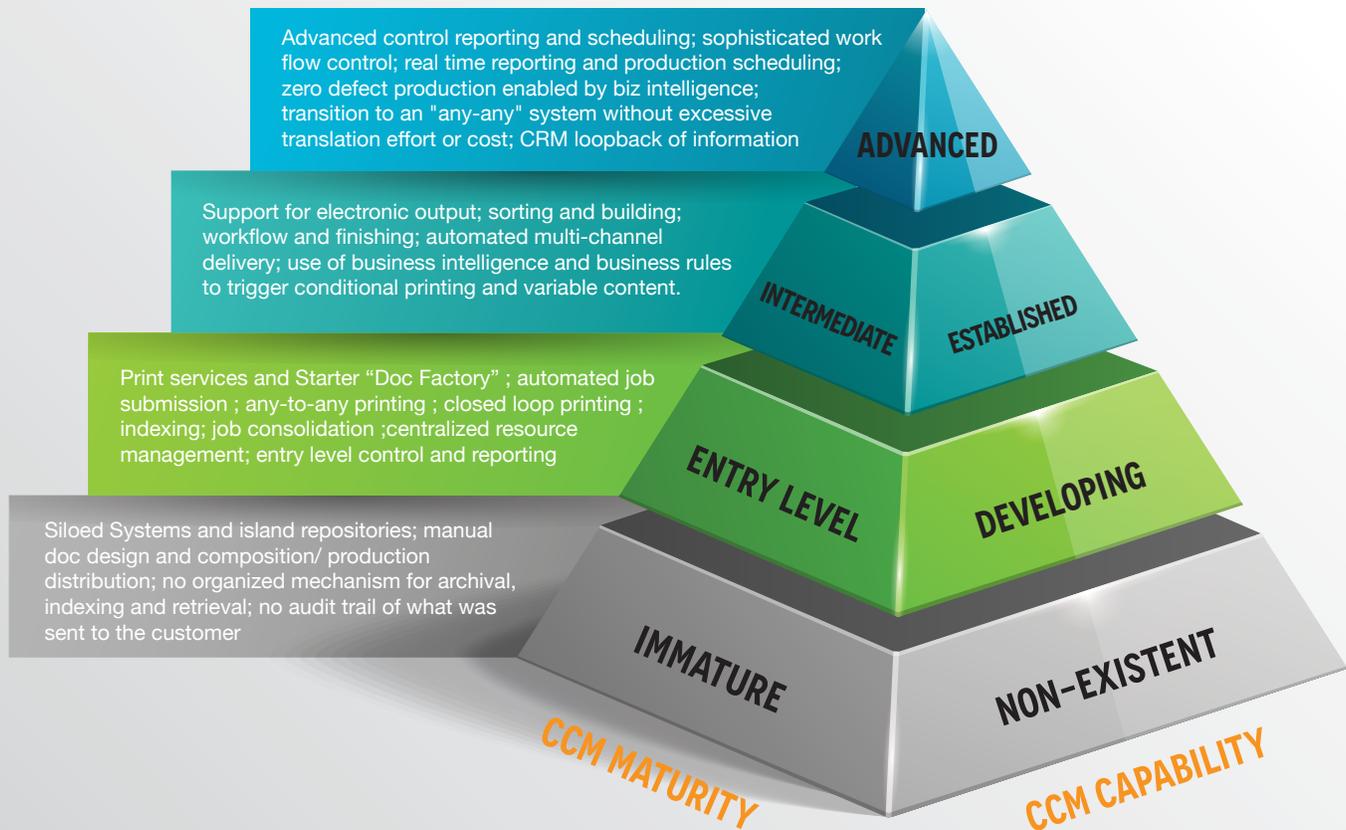
- Grouping of templates
- Analysis, providing dashboard



2. MATURITY MODEL

CCM MATURITY MODEL

- HCL's assessment framework to rate customer CCM landscapes against 60 parametric goals classified across 4 broad objectives and measured against 6 objective criteria.
- A Balanced Scorecard approach is used to assess the client-specific landscapes



BUSINESS BENEFITS

- Implementation of an agile correspondence management framework, delivering consistent, multi-channel customer communication capable of adapting to change
- Support for multiple brands and product variations within the same umbrella framework of applications
- Increase in consistency and agility of customer communications, as well as improvements in customer-centric processes
- Greater process efficiency, leading to a reduction in cycle time and enhanced customer satisfaction
- Timely compliance to legislative or regulatory mandates
- Quick realization of ROI and reduced total cost of ownership (TCO)
- Reduced TAT for the applications to go-live
- Defined set of corporate resources that are available for re-use (such as branding, style sets, layouts and shared content)
- Business and IT resources allocated and trained in Thunderhead
- Reduction in operational and application maintenance costs by
 - Enhanced application features such as unlimited font selection
 - User-friendly text formatting
 - Unlimited on online variable data size
 - Unlimited routing flexibility to an intelligent printer
 - True print preview of actual letters and forms



COMPELLING RESULTS FROM HCL



Time to market (TTM) reduced from **2 months to less than a month**



Increase in overall **productivity by 35%**



Reduction of cycle time from **7 days to 1 day** for one letter generation and **35% overall improvement** in productivity



Reduced customer service cost from **Euro 10-12 to 0.20** per interaction, saving equivalent to 6 financial directors worth of resources each day

WHY HCL



END-TO-END SOLUTIONS

Services to assess, re-platform, revamp, replace and extend legacy applications — including the necessary cloud, data and security services



DEEP MODERNIZATION EXPERIENCE

Leading methodologies and largescale systems integration experience



CHOICE

Flexibility to manage both your traditional IT environment and growing cloud infrastructure



OUR KEY DIFFERENTIATORS

- Focused CCM practice that is one of the largest amongst the Indian offshore IT players
- More than 10 Years of CCM Expertise - One of the first companies to have a dedicated CCM practice
- 360 Degree Relationship and strategic partnerships with leading CCM product vendors
- End to end service offerings with library of frameworks and solution accelerators for faster and robust solution implementation spanning various verticals
- State of the Art CCM Consulting and Implementations
- Large Team of certified professionals with rich experience of CCM solution implementation across leading global customers

SUCCESS STORY



CASE

Central correspondence generation and management program to act as a model for all CCM Implementations

Enhanced Brand Consistency across multiple Channels



ACTIVITIES

- Creating of centralized infrastructure to onboarding other applications
- All modes of communications in multi-channels (like web, mobile, direct) were enabled across all Line of business. On-boarded all user groups viz., agents, direct customers and employees

CCM COE and Architecture Group

For enablement of Multichannel management , CCM was given a “Go Ahead”



ACHIEVEMENTS

Reduction of cycle time from **7 days to 1 day** for one letter generation

upto 20% reduction in template count from Legacy Systems

Overall **improvement of 35% in Productivity**

Close to **1200 CCM templates** and **2500 Shared Contents** are developed and are in production

Reduced customer service costs from **Euro 10-12 per interaction** to **Euro 0.20 per interaction**

Improved brand consistency across multiple channels:
Reduced the number of templates from **10000** to **1000** in 2 years



CASE

HCL's CCM implementation across all lines of client's business enhances multichannel customer experience and reduces cost by 98%



ACTIVITIES

Transitioning from paper-intensive to interactive and on-demand channels; Multichannel management through the XML core of Thunderhead's solution, which avoids conversion to a proprietary format and maintains a broader set of information for downstream multichannel capability, including email, fax, print, short message service (SMS) and HTML



ACHIEVEMENTS

Dramatic **reduction in customer service costs by 98%**; CCM helped to reduce the number of templates (from about **10,000** to about **1,000**) for customer **communications by 90%** in the first two years;



APPLICATION
SUPPORT &
MAINTENANCE



BIG DATA &
BUSINESS
ANALYTICS



BUSINESS
ASSURANCE
& TESTING



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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BEYOND THE CONTRACT

HCL