HCL

CUSTOMER 360™

By HCL Technologies

Rethinking Customer Engagement Strategy

CUSTOMER ENGAGEMENT

Today, in the age of empowered consumer, data and insights are of paramount importance. Customers today have greater number of buying choices, always-on access to information related to products, and social media for propagating their experiences in real-time.

With an increasing number of choices and competition, customer attention span is reducing and the buying process is becoming complex. Thus, expectations to receive personalized offers that simplify the buying journey are immense. Manufacturing organizations are expected to capture customers' interest at the earliest stage of product discovery and provide customized choices to make it easier for customer to enable the right buying decision. Also, manufacturers need to closely engage with customers throughout the value chain to build and strengthen a lifelong relationship.

Hence, the manufacturing industry is shifting from a transaction-based product-centric business model to a relationship-based business model — one that entails closer customer engagement throughout the value chain, focusing on customers' journey throughout their relationship with the manufacturer.
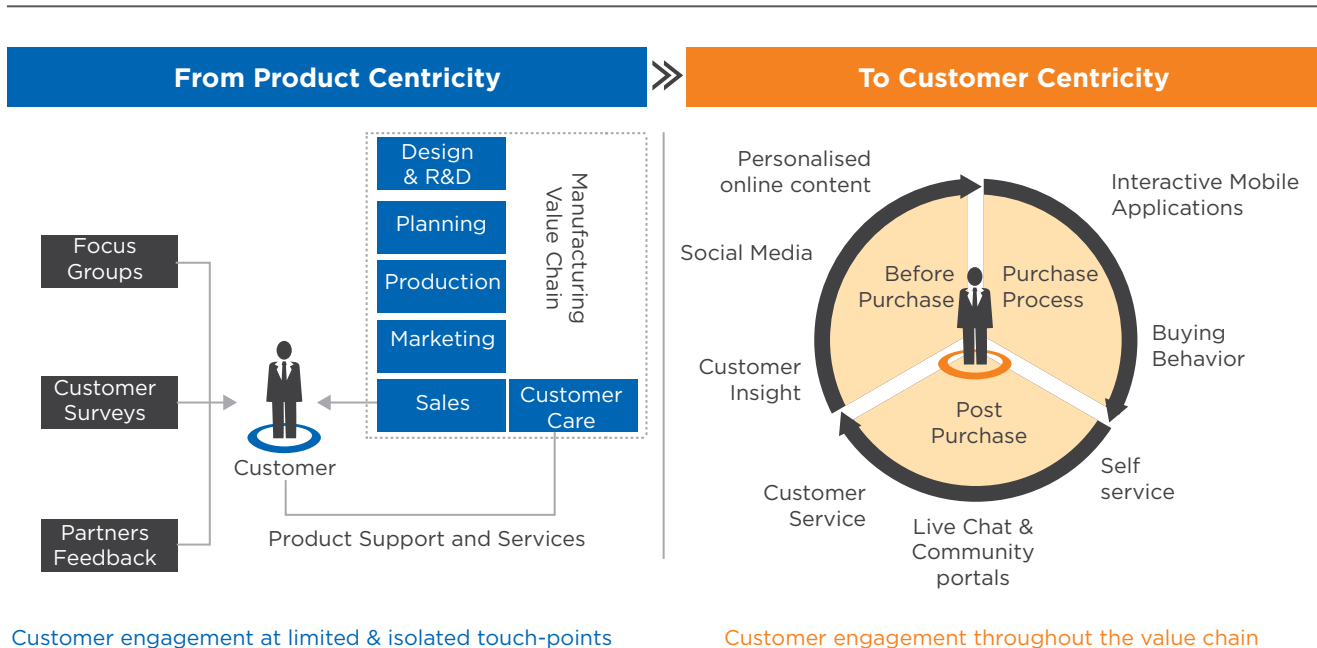

Customer engagement at limited & isolated touch-points

Customer engagement throughout the value chain

Figure 1.1: Customer Engagement: The move from driving Product Sales to managing the Journey Experience

CUSTOMER 360™ BY HCL TECHNOLOGIES

Our solution helps you overcome the customer challenges and provides you capabilities to deliver a world-class customer experience to customers. Customer 360 by HCL technologies offers compelling, efficient and effective means to combine all available and meaningful information, which is collected during campaigns, sales, on-boarding, usage and loyalty touch points, into one unified 360-degree view. This results in effective management of data and a better understanding of how customers perceive the products & services, while decreasing the customer churn rate.
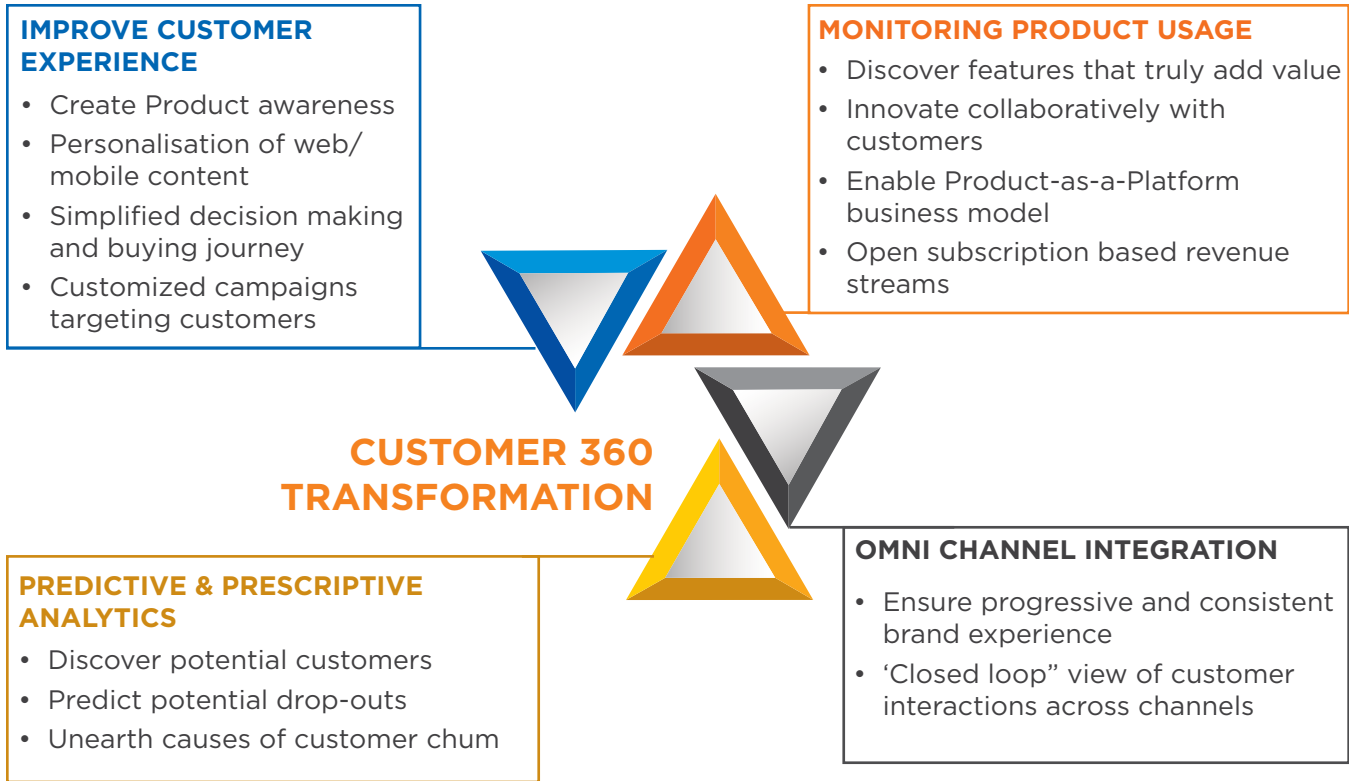
IMPROVE CUSTOMER EXPERIENCE

- Create Product awareness
- Personalisation of web/ mobile content
- Simplified decision making and buying journey
- Customized campaigns targeting customers

MONITORING PRODUCT USAGE

- Discover features that truly add value
- Innovate collaboratively with customers
- Enable Product-as-a-Platform business model
- Open subscription based revenue streams

CUSTOMER 360 TRANSFORMATION

PREDICTIVE & PRESCRIPTIVE ANALYTICS

- Discover potential customers
- Predict potential drop-outs
- Unearth causes of customer chum

OMNI CHANNEL INTEGRATION

- Ensure progressive and consistent brand experience
- 'Closed loop" view of customer interactions across channels

Fig 1.2 Customer 360™ by HCL Technologies Transformation

POST PURCHASE

- Consistent brand experience
- Unified customer view
- Target and retain Customers
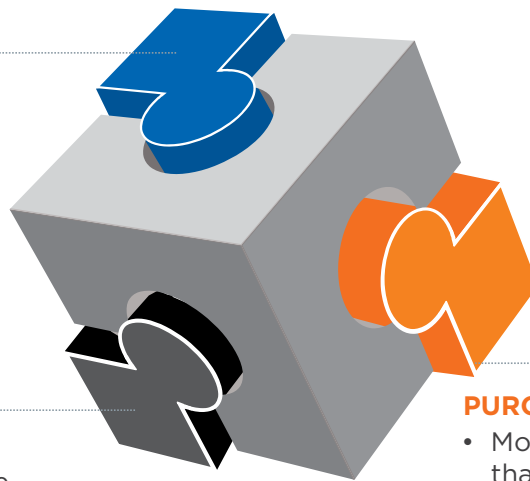
BEFORE PURCHASE

- Personalized content
- Streamlined buying experience
- Robust self-service options
- Customized marketing campaigns
- Use data to target potential customer

PURCHASE PROCESS

- Monitor and discover features that truly add value
- Innovate collaboratively with customers
- Leverage Product as-a-platform business model
- Subscription based drop-outs
- Predict potential drop-outs
- Unearth causes of customer churn

Fig 1.3 Digital Operating Model - Customer 360™ by HCL Technologies

CUSTOMER 360™ BY HCL TECHNOLOGIES OFFERINGS

Customer Experience Cockpit is a **Customer Analytics** Platform to measure and monitor critical metrics affecting customer experience journey through acquisition, retention and repurchase phases.

Key KPIs measured

- Next Best Offer
- Acquisition Rate
- Customer Effort Score (CES)
- First Call Resolution (FCR)
- Likelihood to Recommend

Customer Retention Dashboard is an Analytics Platform built to predict potential customer drop-outs, discover likely defections and unearth causes of customer churn.

Key KPIs measured

- Repeat call/complaint on same query
- Repeat Purchase Rate
- Churn Probability
- Defection Rate
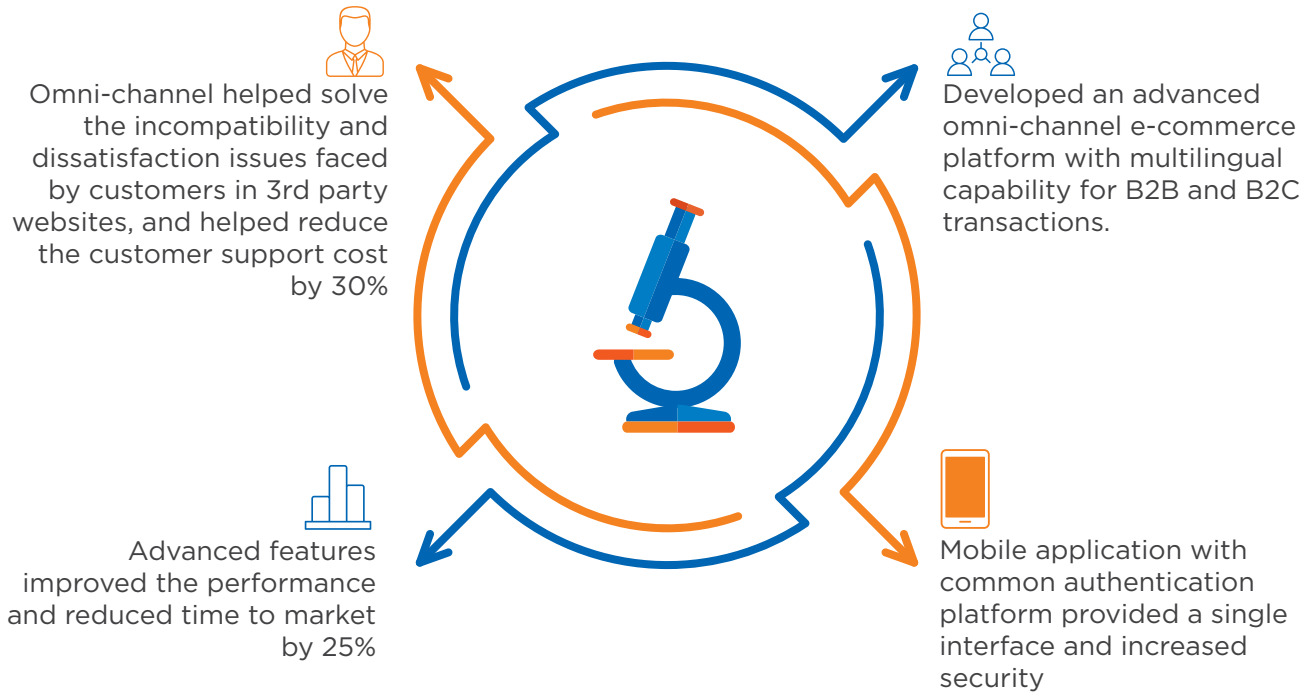- Bounce Rate

Business Benefits

- Improved CSAT and first-call-resolution rates
- Contextual multi-channel marketing campaigns
- Increase in Customer Lifetime Value (CLV)
- Decrease in customer churn rates
- Better understanding of customer's perception of products
- Empowering sales/service teams to grow, upsell/cross-sell revenue opportunities
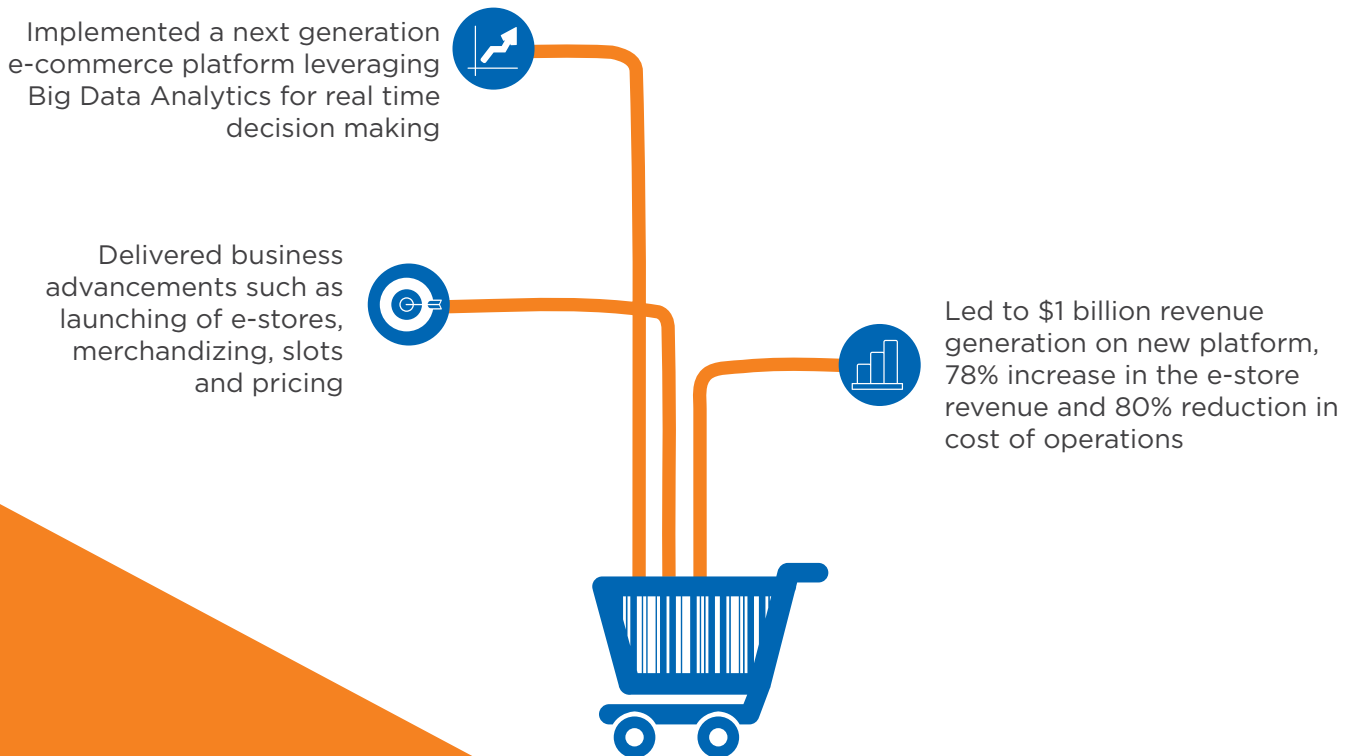
SUCCESS STORIES

HCL HELPS A LEADING BIO-ANALYTICAL INSTRUMENT MANUFACTURER TO BRING UNIFIED BUYING EXPERIENCE TO ITS CUSTOMERS.

Omni-channel helped solve the incompatibility and dissatisfaction issues faced by customers in 3rd party websites, and helped reduce the customer support cost by 30%

Developed an advanced omni-channel e-commerce platform with multilingual capability for B2B and B2C transactions.

Advanced features improved the performance and reduced time to market by 25%

Mobile application with common authentication platform provided a single interface and increased security

HCL IMPLEMENTS A GLOBAL E-COMMERCE PLATFORM FOR A LEADING ENTERPRISE SECURITY FIRM LEADING TO INCREASED SECURITY AND SCALABILITY

Implemented a next generation e-commerce platform leveraging Big Data Analytics for real time decision making

Delivered business advancements such as launching of e-stores, merchandizing, slots and pricing

Led to $1 billion revenue generation on new platform, 78% increase in the e-store revenue and 80% reduction in cost of operations

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