



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.

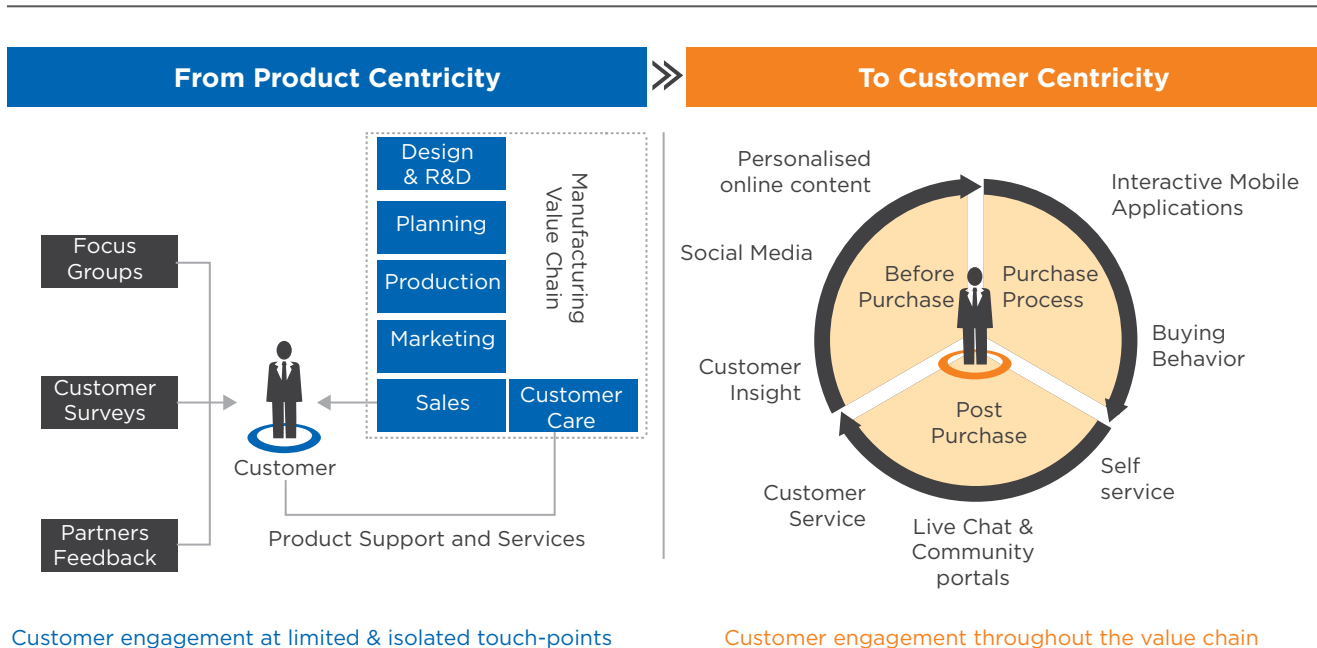


Figure 1.1: Customer Engagement: The move from driving Product Sales to managing the Journey Experience



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, onboarding, 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.

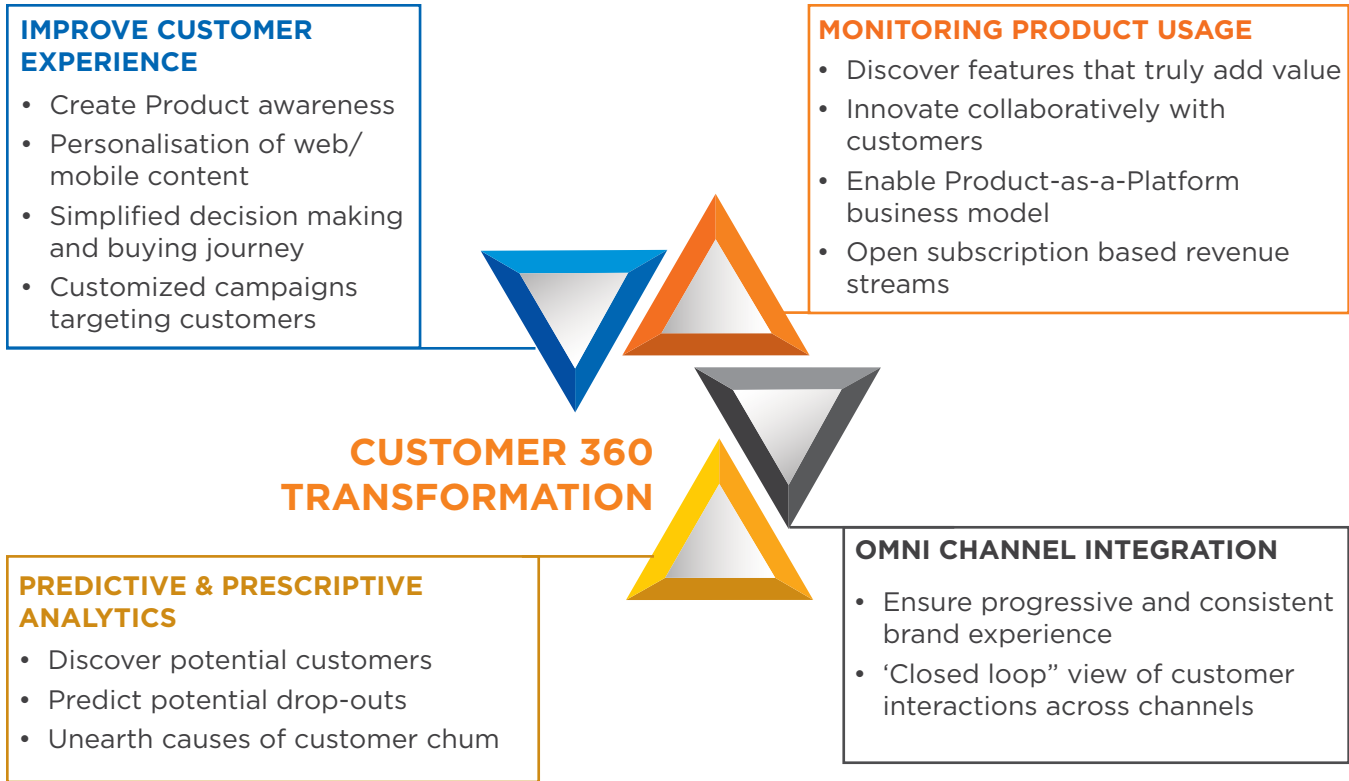
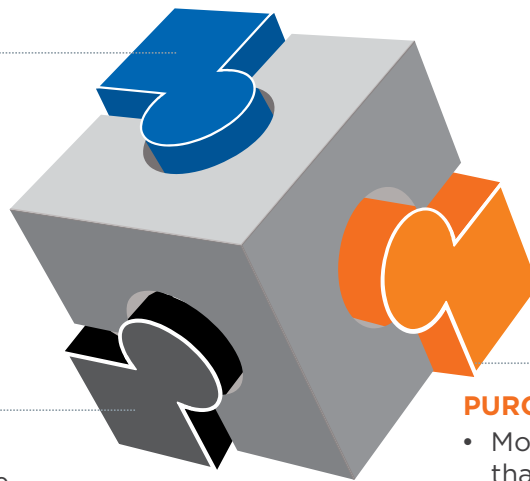


Fig 1.2 Customer 360™ by HCL Technologies Transformation

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

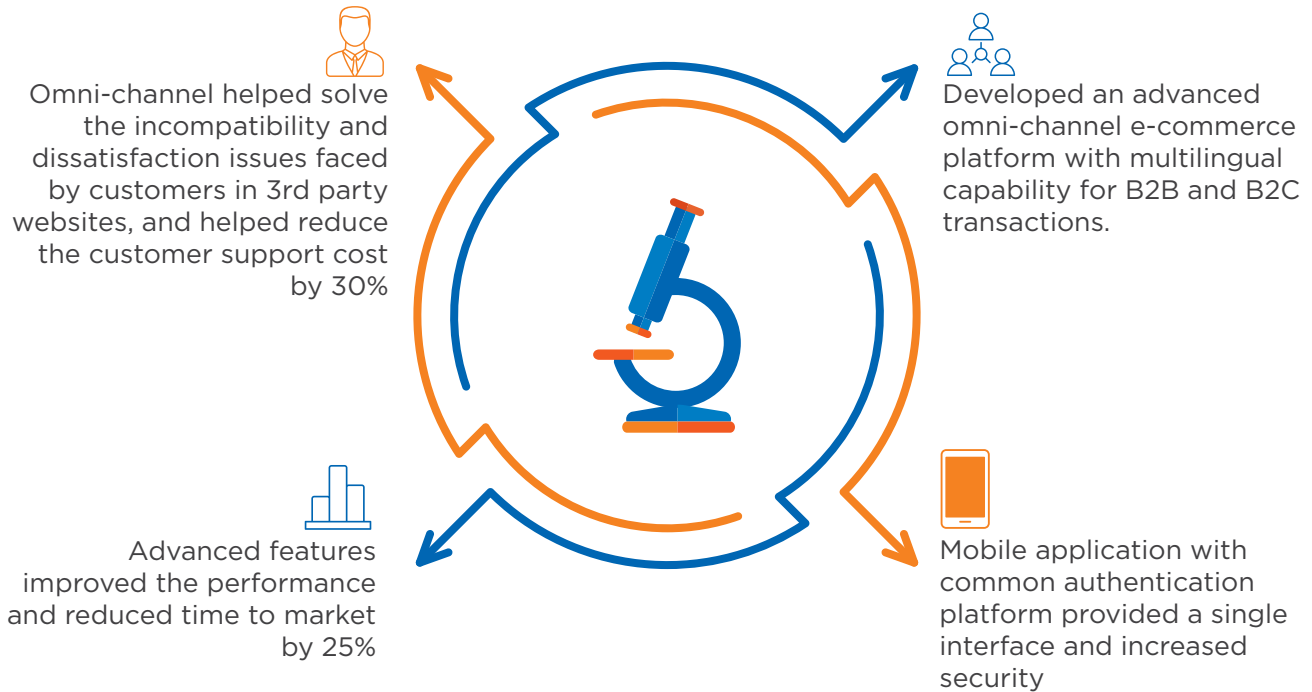


- Improved CSAT and first-call-resolution rates
- Contextual multi-channel marketing campaigns
- Increase in Customer Lifetime Value (CLV)
- Decrease in customer churn rates
- Better understanding of customer's perception of products
- Empowering sales/service teams to grow, upsell/cross-sell revenue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

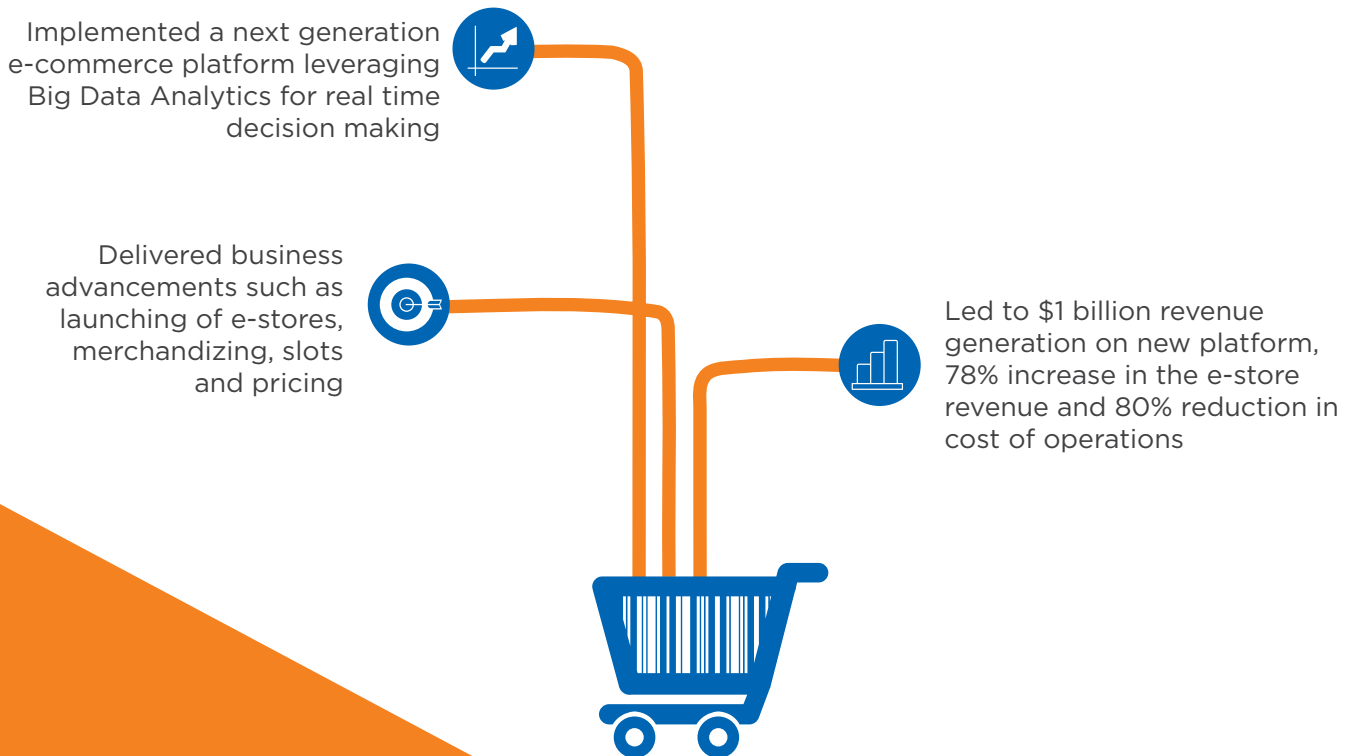


SUCCESS STORIES

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



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



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