

**TRANSFORM EXPERIENCE.
TRANSFORM BUSINESS.**

**ENGAGE
FOR UTILITY**



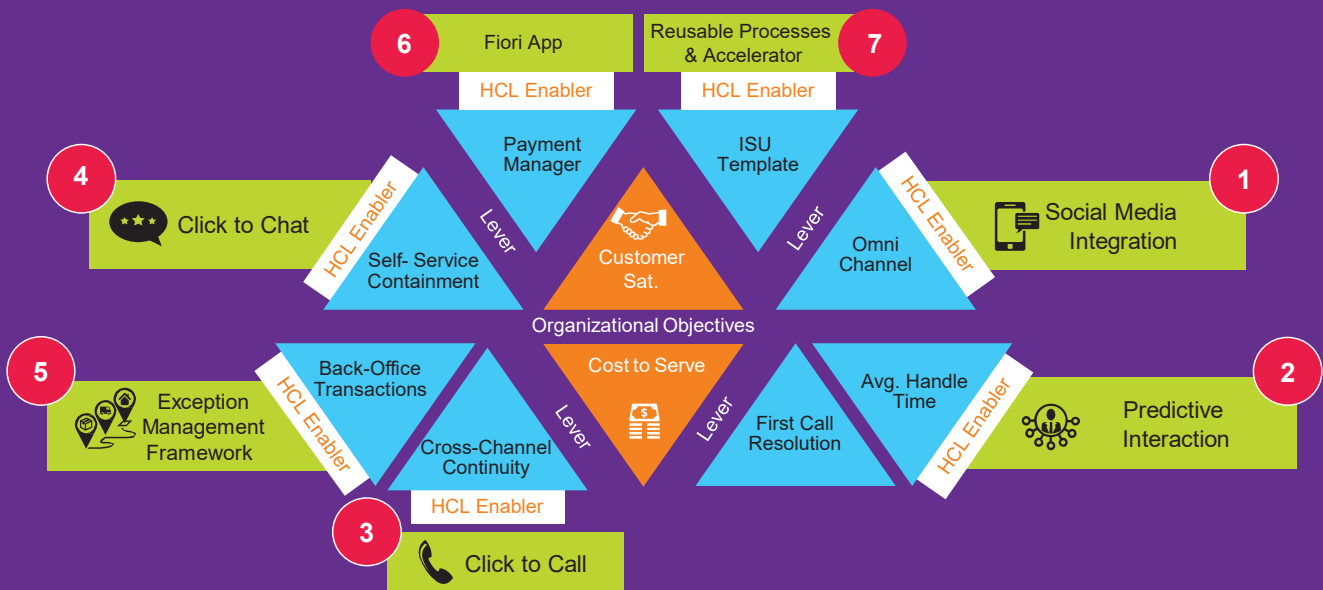
INTRODUCTION

Utility service providers face two common imperatives from their shareholders and regulators – increase CSAT and lower cost to serve. HCL believes that these two imperatives are not mutually exclusive and in fact there is often a synergy between them.

HCL's Engage 2.0 Utilities Solution has enablers that help Utility clients to achieve both these goals. The diagram below maps the key imperatives, and the HCL Engage enablers that help clients realize these goals.

Solutions and Offerings

All Utilities face two common imperatives from their shareholders and regulators – increase CSAT and lower cost to serve. HCL believes that these two imperatives are not mutually exclusive and in fact there is often a synergy between them. The diagram below depicts these two key imperatives, surveyed customer sentiment and the HCL Engage enablers that help clients realize these goals.



Tools and IPs

As a part of the Engage Framework, HCL has developed and a number of key solution accelerators that are customer engagement focussed. Having completed 36 North American CIS transformation and modernizations, we feel we have a unique vantage point in the industry (particularly as an operator of our own transformations). Our vast experience in transformations, applications maintenance, and business process outsourcing have lead us to the following key offerings:

1 Predict

Data evaluations executed based on Internal data, customer behavior and rule configurations to determine a prediction(s). Predictions weighted, influenced and ranked.

2 Interact

HANA in-memory database enables complex evaluation to return a sub-second prediction to drive customer Interaction pre-emptively so as to deflect front-office calls.

3 Score



Actual call-intent and dispositions are captured along with the prediction.

4 Learn



Predictor weights are refined to improve accuracy

Predictive Interaction

A crucial element to customer engagement is being intimately familiar with all aspects of a customer's account, premise and environment. In 2012, HCL transformed call center interactions by predicting "why" as customer was calling and arming the CSR with this information ahead of interaction. Based on operational success and introduction of in memory databases (SAP HANA) our Utility based prediction engine has evolved to learn and refine its prediction algorithms based on their efficacy.



This engine is available to any channel, and within contact centers HCL has helped our clients realize a 5-15% reduction in AHT. Customers have also experienced a secondary benefit of a reduced induction period for new CSRs

Click to Call / Click to Chat

Customers today are all about serving themselves. However, what happens when a customer struggles to do so on your self-service channel? A low cost and good experience, can turn upside down pretty quickly. HCL delivers contextual Click to Call and Click to Chat to continue the online conversation with the customer on their terms without wasting the valuable information the customer has already provided. Our Click to Chat service also uses a Chatbot to further reduce cost to serve.

Mail to us at sap@hcl.com



www.hcltech.com

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