ADvantage
Experience Platform for
RETAIL

The solution allows marketers to automate marketing initiatives and implement them efficiently. It enables content brand sites to be contextualized for the user's profile as well as for geo location, along with personalization features and ecommerce capabilities for retail consumers.

BUSINESS CASE:

World leaders in retail have been engaging with HCL to be part of their transformation journey. Based on the experiences and knowledge gathered, HCL perceives a robust demand for developing solutions that that will help them engage with customers better. The retail vertical solution will help customers leverage the re-usable and scalable solution components of ADvantage Experience to kick-start their digital journey.

KEY USE CASES

Omni channel buying experience

Product catalogues & Promotions

Cross Channel Marketing Campaigns

Federated Search

Intelligent Virtual Assistance

Targeted Marketing

Experience Optimization

CHALLENGES ADDRESSED:

Changing customer expectations	Maintaining customer loyalty	Managing customer communication	Retaining customer attention

STANDARDS & COMPLIANCES:

GDPR compliant

BUSINESS BENEFITS:

1 Retention of context to retain consumer interest

2 Personalized user experience to improve customer loyalty

3 Increased top-line growth, thereby reducing purchase cycle time

4 Scalable solution

5 Subscription ready

6 Cross channel capabilities leading to better customer engagement

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Relationship ™
BEYOND THE CONTRACT

HCL