Digital & Analytics
by HCL Technologies

HCL

Data-driven experience

Introduction

HCL's data-driven experience framework brings together data and science to derive insights that provide exceptional customer experience across all touchpoints. The framework helps marketers make complex decisions to enable contextual and personalized customer experiences. It consolidates data from several platforms to create a cohesive customer profile and provides NBA (Next Best Action) and NBO (Next Best Offer) using advanced analytics and experience platform that can deliver the suggested experiences. The solution aims to bring together these areas seamlessly to deliver superior experiences across any customer journey and learn constantly based on the actions taken by the customer.

Why data-driven experience

In today's digital economy, data is powering omnichannel, contextual and personalized customer journeys. The explosion of digital has increased the opportunity to better understand the customers' needs and aspirations. Marketers can harness the data to capitalize on the "I want to know" and "I want to buy" moments and subsequently shape their customers' journeys and experiences.

HCL's data-driven experience is a data, analytics, and AI-enabled framework that allows marketers to optimize their efforts and create smarter customer journeys. It enables delivery of engaging, personalized and contextual communication, resulting in efficient and effective customer experience.

Solution highlights

Data Platform

Customer 360 profile, dashboards, data cleansing and normalization.

Experience Platform

A web and mobile application comprising vertical specific components, campaign workflows and templates that captures user behaviour and sends personalized information and offers to customers.

Analytics Services

Predictive and advanced analytical models to define next best actions and experiences for the customer.

Customer Experience
Smoother Customer Journeys | Full View of Information | Planned Actions

Customer Context

Personalized Product Catalogue	Personalized Offers	Personalized Content	Recommendations

Experience Hub

Campaigns	Targeting
A/B Testing	Segmentation

Customer Data Hub

Behavioral Data	Customer Profile
Social	Transaction Data

Analytics Hub

Exploration Dashboard	Cross sell/Upsell
Churn Analysis	Risk analysis

Data Sources

CRM	Social	MDM	ERP	Apps	Agents	Analytics

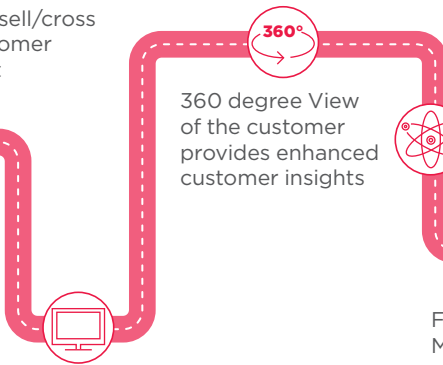## Components

Campaign Starter kits for verticals	Data Model for verticals	Connectors and Adaptors	Customer 360 degree view	Dashboards	Forms	Marketing Optimization	KPI Studio

Benefits

Improves upsell/cross sell and customer engagement

Investment Optimization with focus on Apps than Ops

360 degree View of the customer provides enhanced customer insights

Fully Optimize Marketing ROI

Enable orchestrated interaction strategies with multiple channels across the engagement lifecycle

Improve customer satisfaction and customer loyalty

Capture & leverage behavioral data cross channels and gain better transparency & insights

Improves revenues by providing business data for targeted campaigns

BI-105242701760823133-EN01GL