DIGITAL
DREAMS
TO
DIGITAL
REALITIES

Maximize
business impact with

**HCL IDEA
ADVISORY**

World's leading restaurant chain moves its world-wide digital initiatives to a global platform to provide value-added services to customers, while lowering time to market and operational costs

CASE STUDY

CUSTOMER DESCRIPTION

The customer is the world's largest chain of quick service restaurants, serving close to 68 million customers every day in nearly 119 countries. Headquartered in the US, the company began its operations in 1940 and today, has revenue of more than USD 27Bn.

CUSTOMER BUSINESS CHALLENGES

The customer has a global online presence. The regional sites were maintained by regional creative agencies and marketing teams without consistent brand and user experience. There was no content and creative reuse at a global or regional level, leading to huge operational costs. The customer selected HCL, based on its vast digital marketing and web experience, to deliver and implement an ideal solution to bring together the different stakeholders.

By bringing together their web and digital related activities under one roof, the customer wanted to reduce operational costs and provide a consistent brand experience across websites, across the globe. In addition, they wanted to:

- Implement a global digital platform to replace the legacy method of creating a website, for an effective cutting-edge web solution
- Reduce turnaround time and cost in rolling out new digital initiatives
- Increase ROI by eliminating the dependency of the sales and marketing team on the IT team for content approval and publishing
- Implement business strategy to improve brand consistency across websites in different languages and geographies
- Ensure effective digital strategy for an effective collaboration between in-house marketing teams, creative/digital agencies and IT teams
- Implement SEO strategy to capitalize on the large number of mobile platform users creating a mobile presence
- Improve web analytics to boost traffic to the website by leveraging the innovative quick response (QR) technology

HCL SOLUTION

HCL's skilled consultants understood the customer's challenges and limitations in creating and maintaining the websites. They leveraged a standardized framework-driven advisory approach to analyze and evaluate the customer's business objectives and chalk out a roadmap to help them achieve the target state.

The recommendation was migrating the customer's legacy websites and their customer-facing portal application from Wi-Fi Protected Setup (WPS) to a global integrated marketing environment. This move was duly supported with changes in the processes and governance to allow easy onboarding and roll out of digital initiatives across all regions.

It would help the restaurant chain to:

- Achieve high ROI by simplifying the process of creating and managing multi-lingual websites across geographies

- Accelerate website implementation and eliminate IT dependency by leveraging common templates and reusable components with easy-to-use drag and drop features

- Offer a global repository for digital content and creative assets

- Implement a web-based solution for Store Locators

- Improve search engine ranking by creating a mobile website and engaging a large number of multi-device using customers

- Increase website traffic by integrating the website with QR technology and improve transparency on nutrition by enabling its consumers to access the nutritional information about their food using a QR code

- Employ social media features such as Facebook's "Like" and sharing the URL, to improve customer experience

- Implement the Real Time Content Index solution for faster and accurate content search, visibility and access

BUSINESS BENEFITS

HCL's designed and implemented a web experience solution enabling the customer to manage, optimize and measure its web and digital related activities under one roof and reduce operational web costs. In addition, the solution helped them to:

- Reduce effort and dependency on the IT team to launch desktop and mobile websites

- Minimize website development time by 85% and operational costs USD 10-12K for smaller markets and USD 20-25K for larger markets) to achieve high ROI

- Decrease time-to-market for web content, promotions and campaigns by 60% bringing it down to 3-4 weeks

- Create an effective workflow for approving and publishing content

- Promote brand through glocalization—global positioning with local social content

- Ensure implementation of effective digital strategy for effective campaign management by enabling marketing teams to create and publish multi-lingual promotions in hours

- Leverage dashboards for reporting

- Increase customer and user experience with effective social media integration

- Improve user satisfaction by offering the Store Locator feature to the customer

- Implement SEO strategy to capitalize on the large number of mobile platform users creating a mobile presence

- Improve web analytics to boost traffic to the website by leveraging the innovative QR technology