

Higher Customer Satisfaction is Higher Customer Retention

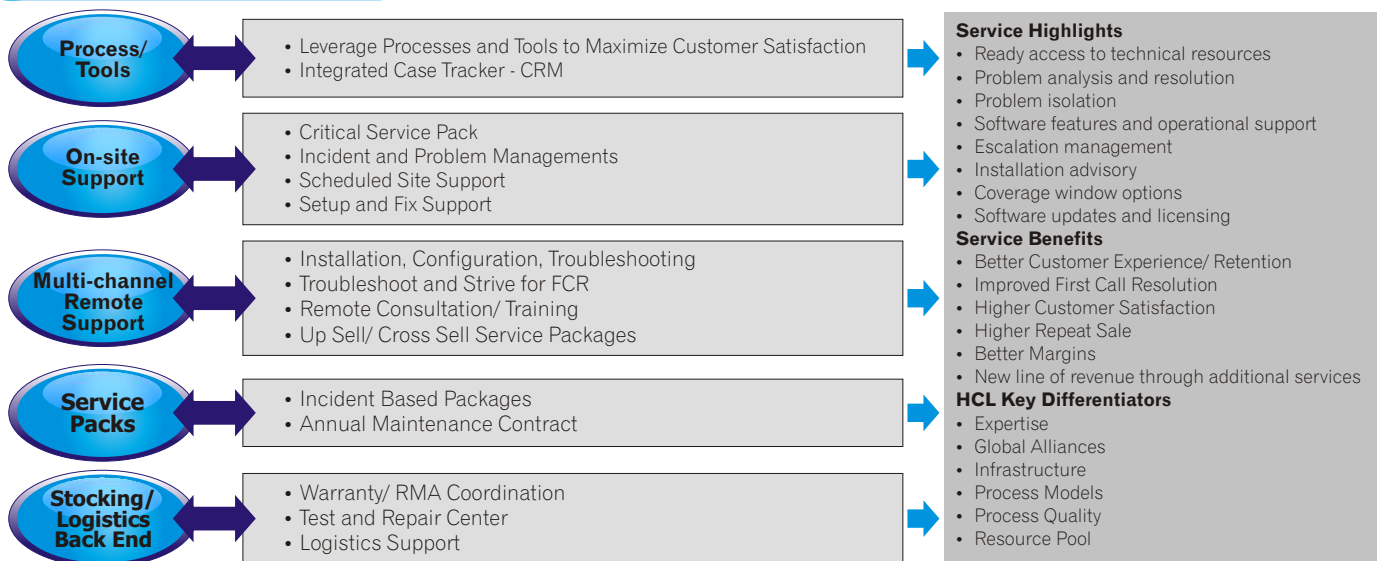


Business Process Outsourcing (BPO) has transformed the business landscape into a volatile playfield where it is imperative for organizations to immediately address the efficiency and effectiveness of their operations, while exhibiting a great degree of flexibility to adapt to the changing times. HCL BPO with its powerful combination of domain expertise, process skills and superior technology, offers you a predictable process outsourcing experience. Operating out of 14 delivery centers, HCL BPO's global footprint includes 11 centers in India, two in Northern Ireland and one in Malaysia.

HCL BPO helps you achieve your business goals by enabling you to focus on core functions rather than investing valuable time on non-core and people-intensive processes. HCL BPO's Offshore-Onsite model, which a combination of voice & web-based support (chat, email and self-service/knowledgebase), offers you outsourcing solutions that imbibe intelligent technologies and industry best practices.

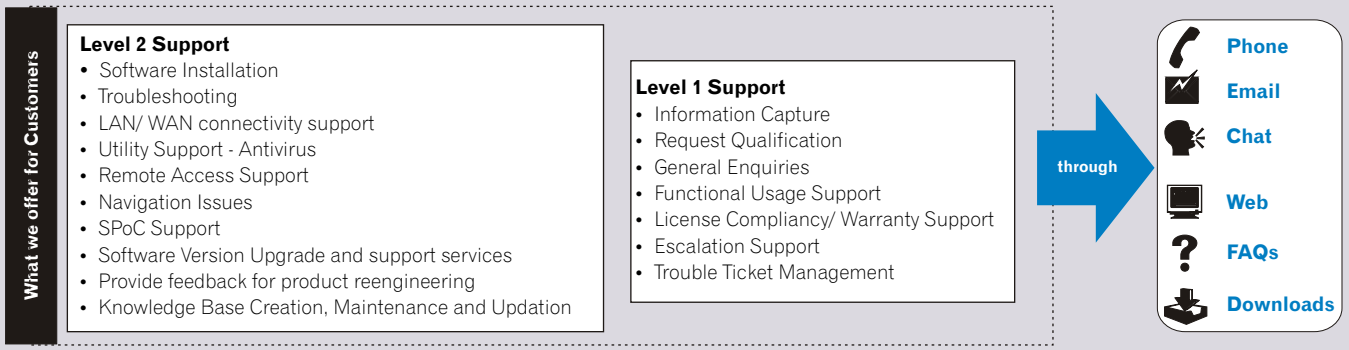
HCL BPO's Solution

HCL BPO's solution offers the right mix of Offshore – Onsite model which enhances Customer satisfaction and improves Customer Retention.



HCL BPO Service Offerings

HCL BPO's Global Delivery Model ensures committed cost savings, customer support in long-term relationship, and flexibility in customer relationship. In order to deliver these, HCL BPO provides world's best delivery process, strong partnership and governance model, specialization in different business verticals of the industry and Continuous improvement using Six Sigma methodology.



HCL BPO Expertise

HCL BPO's experienced team of engineers provide customers with:

- Timely and accurate resolution
- Reduction in operational costs
- Faster scale up of global operations
- Greater quality and operational efficiency
- Improved Customer Satisfaction

HCL BPO currently provides support to a leading player in anti-virus software market with a consumer base of 100 million and market capitalization of USD 4.9 bn.

HCL has offered the following value adds and benefits to the Client:

Creating Trend Report

- Done on a daily basis
- Maintaining records of all Product Enhancements
- Track recurring issues
- The Trend Report is sent to Client for further improvements/feedback

Resolution Database/ Simulations for new products

- All resolutions including troubleshooting are stored in the knowledge base
- This value add is again shared with client

Escalation Callbacks

- Irrate or unhappy customer are contacted over phone
- Courtesy calls from HCL

4. Special Incentive Schemes

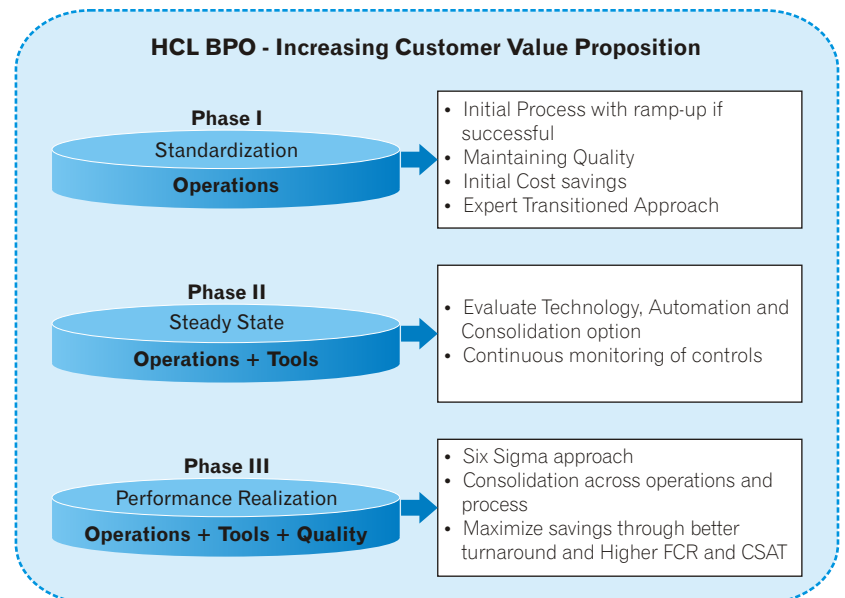
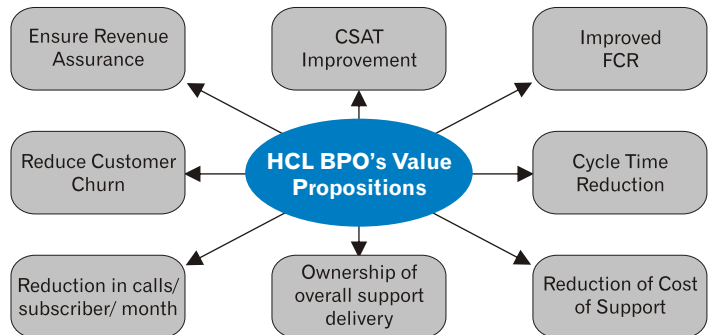
- At times of uncertain spikes (e.g. virus outbreak) there is a push for more man-hours by introducing Special Incentive Schemes

Cafe de Client

- Dedicated lab with supported OS and Products
- Used for research and training purpose

Business Benefits

HCL BPO adds significant value to software organizations. In addition to cost arbitrage, HCL BPO increases the productivity and efficiency of the process, thereby transferring the business benefits to the Client organization year-on-year.



- Efficient work methodology and quick ramp-up focusing on the business building capabilities
- Utilization of COPC standards and Six Sigma tools for internal operating procedures and process control measures respectively
- Increased credibility by sustained delivery
- Quick turnaround time
- Focus on bringing about a significant reduction in call volumes, improved FCR, and customer satisfaction
- Business metric driven solutions rather than process metrics
- World class delivery infrastructure with disaster recovery for uninterrupted 24/7 operations
- Robust mechanisms to measure and enhance customer satisfaction
- Vertical expertise spanning BPO, Software, Infrastructure

HCL Advantage

About HCL

HCL, with \$ 4.8 bn revenue and 55,000 professionals operating in 18 countries, is one of India's leading global IT services companies providing software-led IT solutions, remote infrastructure management and BPO services. HCL's BPO division provides customers with world class offshoring, business process migration, project management and technology strengths. HCL provides solutions across select verticals like Retail & Consumer, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing, Telecom, and Media & Entertainment (M&E). HCL BPO ranks 3rd globally for Highest Client Satisfaction as per Black Book of Outsourcing, 2007.

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