



Executing Excellence

HCL

HCL Technologies Limited – BPO Services

HCL BPO is a division of HCL Technologies Limited, a global technology and IT enterprise. HCL is a 32-year-old enterprise, with USD 4.8 billion revenue and 55,000 professionals operating out of 18 countries.

HCL BPO was setup in 2001. Today, with USD 220.9 million in revenue and over 13,200 professionals operating out of India and Northern Ireland, HCL BPO runs fourteen delivery centers across India, UK and Malaysia and offers 24X7 multi-channel, multi-lingual support in eight European and eight APAC languages. HCL BPO's focus verticals include Telecom, Retail, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing and Media, Publishing & Entertainment. The company also services various areas of operations that include Supply Chain Management, Finance & Accounting Services, Knowledge & Legal Services, Customer Relationship Management and Technical Support Services. HCL BPO has the largest Telecom engagement in India and runs business processes for world renowned Clients in back-office services, particularly in the Telecom and Retail domain.

Quality Initiatives

HCL BPO follows industry best practices and metric-based quality norms for all its processes. This is supported by robust technology infrastructure, strong human resources, a customized training program and transition framework. HCL BPO is the first BPO company in the world to be successfully appraised at Maturity Level 3 of People CMM.

With stringent internal metrics and audit systems, HCL BPO's quality certifications include COPC 2000 (CSP Release 4.0), ISO 20000:2005, ISO 9001:2000, OHSAS 18001:2007 and ISO 14001:2004; Security Systems

certification - ISO 27001:2005 and audit certification in SAS 70. HCL BPO is the first Indian and third company in the world to be COPC certified for Collections Process.

Global Accolades

Today, HCL BPO ranks among the Top 10 ITeS-BPO companies in India (NASSCOM & Dataquest), and is the largest BPO service provider in Northern Ireland. The organization ranked second in the Global Peer Group of BPO Service Providers by Purdue Benchmark.

The following are some of the global accolades HCL BPO has received:

- ▶ Rated among the Top 10 Global Service Providers - Gartner
- ▶ Rated in the "Leaders" category and ranked 11th among global service providers - IAOP
- ▶ Ranked 3rd globally for Highest Client Satisfaction - The Black Book of Outsourcing
- ▶ Ranked among the Top 3 Contact Centers in Asia Pacific - Frost & Sullivan
- ▶ Ranked among the Top 25 in the 'Best Employers in India 2007' study - Hewitt Associates & the Economic Times
- ▶ Ranked 6th in the DQ-IDC BPO E-SAT 2007 survey - DQ IDC
- ▶ Recipient of the 'Special award for consistent excellence for outsourcing practice across all disciplines' - National Outsourcing Association
- ▶ Recognized for 'Best New Service' at the 2006 Annual Irish Contact Centre Awards

Industry Offerings

	Telecom	Retail & CPG	Banking & Financial Services	Hi-tech & Manufacturing	Insurance (Life & Non Life)	Media, Publishing & Entertainment
Vertical Specialization	<ul style="list-style-type: none"> ▶ Service Fulfillment ▶ Service Assurance ▶ Billing support services ▶ Convergence Support ▶ Channel Management 	<ul style="list-style-type: none"> ▶ Promotional Planning ▶ Virtual Warehousing ▶ E-Commerce Support ▶ Direct Store Delivery ▶ Track & Trace Support ▶ Nutritional Coding ▶ Nutritional Information Management ▶ Loyalty Card Management ▶ Store Operations Support 	<ul style="list-style-type: none"> ▶ Mortgage Processing ▶ Credit Card Customer Support ▶ Reconciliation ▶ Asset Financing ▶ Lender Support Services 	<ul style="list-style-type: none"> ▶ Warranty & Return Material Authorization ▶ Procurement Services (PO to PR) ▶ Open Order Report ▶ E-auction ▶ Freight Audit ▶ Global spares order management 	<ul style="list-style-type: none"> ▶ Agent Licensing ▶ Underwriting ▶ Policy Administration ▶ Claims Management ▶ Pension & Annuities account administration ▶ Commissions ▶ Data Cleansing ▶ Document Indexing 	<ul style="list-style-type: none"> ▶ Pre-press and Editorial ▶ Content Management & Digital Archiving ▶ Ad Design & Creation ▶ Web Content & Maintenance ▶ Corporate Presentation Services ▶ E-forms creation and testing ▶ E-Learning
	Finance and Accounting Services					
	Technical Support Services					
	Knowledge & Legal Services					
	Supply Chain Management					
	Customer Relationship Management					

Horizontal Specialization

Focused Publishing Services

Our Markets:

STM (Scientific, Technical and Mathematical)

- ▶ Books/ Journals
- ▶ Newsletters
- ▶ Journal Proceedings
- ▶ Electronic content
- ▶ Indexes/ Abstracts

Educational/ Academic

- ▶ Web based Training (WBT)
- ▶ Computer based Training (CBT)
- ▶ Animation & Simulation
- ▶ Instructor led Training
- ▶ Interactive chalkboards

HCL provides basic Content and Editorial services to Major Reference Works (MRW), El-hi (Elementary, High Secondary), Financial, Legal, Healthcare, Fiction/ Non-fiction and Trade publishers.

Our Service Offerings

Composition Services

- ▶ Integrate solutions to enable documents in XML/ structured data formats
- ▶ Provide graphical interface for creating publications - qualitative technical documents that integrate text, searchable typeset formulas, equations, graphics, hyperlinks, endnotes and references
- ▶ Built-in templates and style sheets to simplify the creation of documents
- ▶ Authoring structured technical documents for electronic or print publication

Content Localization

To localize content from its native formats viz handwritten manuscripts to any electronic formats, HCL carries out DTP/ tidy-up process, Print Design & Pagination, Image Scanning & Retouching, and Print Management.

Conversion Services

- ▶ Document Conversion: Word, Excel, PowerPoint, PDF, WordPerfect, HTML, RTF or any other electronic formats into TIFF, JPG, PDF, TXT or any electronic format
- ▶ XML Conversion: Quark, InDesign, Text, HTML, PDF, Word, and Excel into XML
- ▶ SGML Conversion: Quark, PDF, Word into SGML. HCL can work on Client specific DTD as well as create DTD
- ▶ Catalog Conversion: Image correction, Image manipulation as well as hosting on the web
- ▶ Book Conversion: Convert printed materials into eBooks (confirming to OEB Standards), and eJournals
- ▶ PDF Conversion: Paper, TIFF, Microfilm, Microfiche, Postscript, GIF into PDF
- ▶ HCL can create high res searchable PDFs, Hyperlinks & Bookmarks, and Documents into fields as well as Catalog Searching

Digital Archiving Services:

- ▶ Scanning Services
- ▶ OCR or Image to Text conversion
- ▶ Data back-up and Duplication
- ▶ Mass Replication

Art Management

Artwork services include creation of graphics from conceptual sketches and descriptions, manipulation of stock images, recreation and manipulation of author-supplied artwork, and batch processing of images. Outputs can be provided in a range of formats like electronic files for printing, bromides, film, laser proofs, digital proofs, and press-matched wet proofs.

HCL can provide a comprehensive range of scanning solutions for transparencies, prints, manual and computer-generated artwork - from line art to half-tones, black & white to CMYK.



Editorial Services

- ▶ Copy Editing (Technical/ Language)
- ▶ Editorial Proofreading
- ▶ Abstracting and Indexing

Project Management

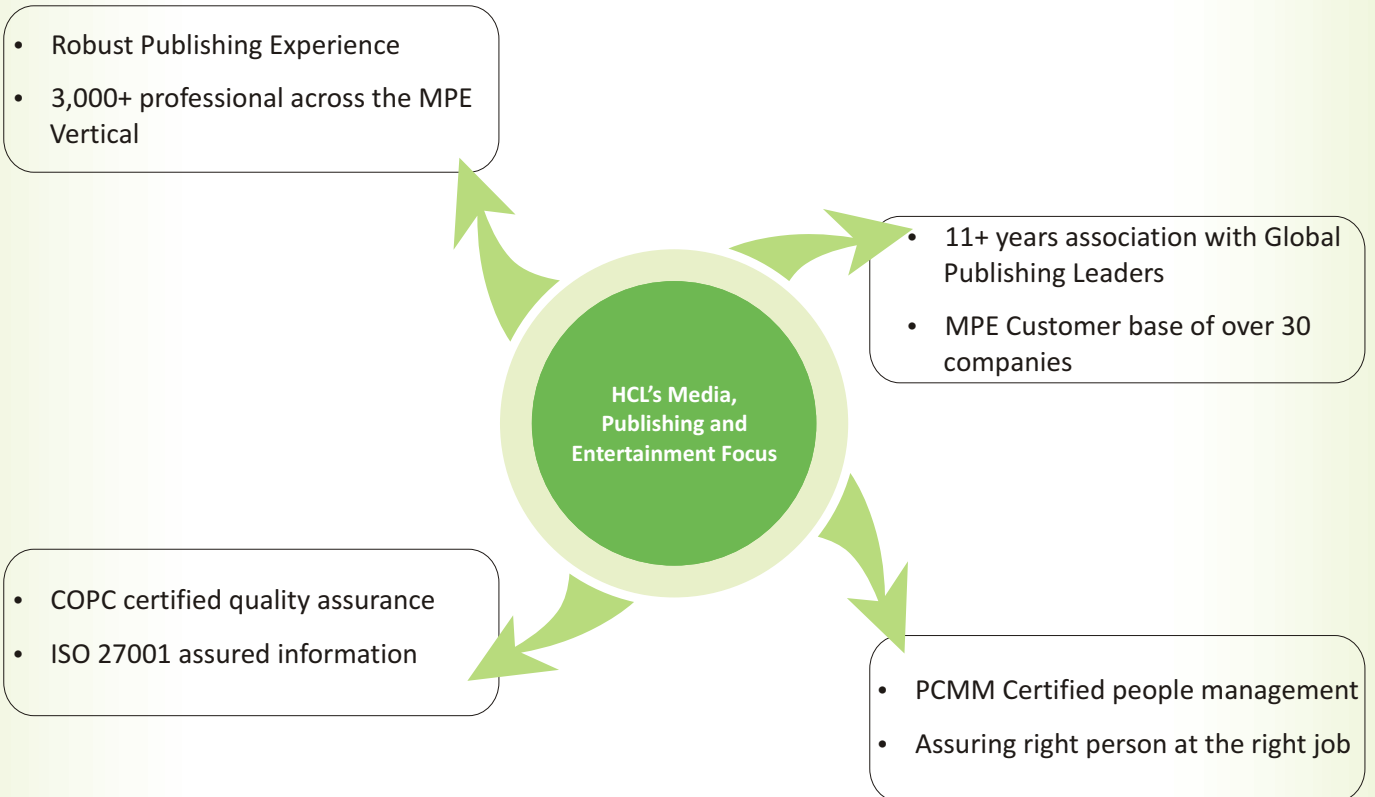
- ▶ Cast-off
- ▶ Follow-up with authors for Proofs
- ▶ Copy Editing
- ▶ Typesetting
- ▶ Author Dispute Resolution
- ▶ Index Creation
- ▶ Professional proof reading

HCL ADVANTAGE

- ▶ The ability and willingness to constantly stay abreast of developments and updates
- ▶ Efficient work methodology and quick ramp-up focusing on business building capabilities
- ▶ Utilization of COPC standards and Six Sigma tools for internal operating procedures and process control measures
- ▶ Increased credibility by sustained delivery
- ▶ Quick turnaround time
- ▶ Focus on significant reduction in payroll costs, improved transaction processing, and assured 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 is the ideal partner for Wolters Kluwer because.....



HCL considers Wolters Kluwer as a Most Favored ClientHCL will always go the extra mile to be a proactive partner!

Case Study 1

Tax Forms Creation for Federal and State agencies in the US

The Client is one of the largest publishers and Internet content providers in US and Europe. The Client has booked annual revenues of USD 5.25 billion and employs approximately 18,000+ people worldwide. The Client is headquartered in Amsterdam, The Netherlands.

Drivers for Outsourcing

- ▶ Migrate the existing products to a new consolidated environment
- ▶ High First-Time Quality at reduced costs
- ▶ Product availability for customers on time

Skills

- ▶ Domain expertise on Taxation and Accounting for the US
- ▶ Graphic design expertise in Office Suite, Photoshop and CorelDraw
- ▶ Scripting expertise in Visual Basic and Java environments
- ▶ Quality assurance in proofreading and manual testing

Scope of Service

- ▶ Design and develop tax forms for US including Sales & Use Tax, HHR, Payroll, Legal, Government Contracts, and Securities
- ▶ First Time Quality for 98 - 100% of the forms delivered
- ▶ Meet service response times for all the planned workflows

Value Delivered

- ▶ Designed a solid 6-level workflow to deliver First Time Quality products
- ▶ Crafted a Domain Expert role offshore to deskill a CPA's role
- ▶ 65,000+ pages of forms designed, developed and delivered with high First Time Quality
- ▶ Team up to research, develop and implement tools for improved service response



Case Study 2

eCatalog Management for US based leading Online Retailer of Home Appliances

The Client is one of the largest online retailers of home improvement products and furnishings. Headquartered in New Jersey, the Client has over 450,000 home products from over 800 luxury brands including TOTO, Lenox, Kohler, and Jacuzzi.

Drivers for Outsourcing

- ▶ Increase the number of clicks in the website
- ▶ Creative and innovative product display
- ▶ Effective catalog management

Scope of Service

HCL offered the following support:

- ▶ Received product information from the Merchandizing team (spread sheets/ hard copies) and explored the vendors/ product manufacturers' website for additional product information
- ▶ Captured the information in the agreed format to better position and resize the product images
- ▶ Continuous follow-up with the Merchandizing team for missing data points
- ▶ Prepared the complete product catalog to be uploaded onto the production

Value Delivered

- ▶ >99% accuracy achieved
- ▶ Workflow system was designed and built to facilitate complex catalog creation



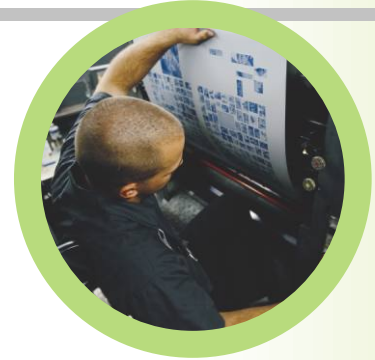
Case Study 3

Pre-press and Ad Management for Europe based leading Newspaper Group

The Client is the largest Newspaper Group in Ireland with presence in Australia, India, New Zealand, South Africa and the United Kingdom. The Client currently publishes over 200 newspaper and magazine titles, delivering a combined weekly circulation of over 32 million copies with a weekly audience of over 100 million consumers. The Client booked revenues Euro 1900 million and operating profits of Euro 349.2 million in the FY 2007.

Engagement Overview

The first outsourced newspaper partnership in the world, responsible for the establishment and management of pre-press newspaper processes, from green-field status.



Outsourcing Business Needs

- ▶ The Clients' circulation reached an all time low in 2004. The Client was also facing an increasing number of dissatisfied Customers, and added to this were the following factors hindering Clients' business from growing:
- ▶ Traditional Newspaper Organization
 - Traditional Barriers
 - Unionized Workforce
 - Tradition of Voluntarism
- ▶ High Cost Base Compounded By:
 - Poor Productivity
 - Trade Union Resistance To Change

Business drivers

Outsourcing Objectives: The Client short listed following objectives to address the above business needs:

- ▶ Source Solid Established Service Providers
- ▶ Achieve "Best Practice" Customer Service
- ▶ Deliver Major Process Improvements
- ▶ Deliver Substantial Cost Savings
- ▶ Stringent Service Level Agreements

Outsourced Activities

Outsourced Activities: To fulfill the business objectives, the Client trusted HCL as its outsourcing partner for the following activities that are the core business factors of the Clients' business:

- ▶ Advertising Telesales
- ▶ Circulation Sales
- ▶ Advertising Pre-press
- ▶ Online Activities

Solution

HCL Approach: HCL deployed a team of 160 FTEs for the Client that provides the following solutions:

- ▶ Support for pre-press, ad design, circulation services & online activities
- ▶ Telemarketing of newspapers & publications
- ▶ Ad designing, copy chasing & pagination
- ▶ Editorial website editing & updating
- ▶ Classified verticals updated and customer support for trade & consumers
- ▶ Digital Services, Electronic Archiving
- ▶ Website updating
- ▶ Editorial archive and Sharing; produces and exports on average 80 different products per week for 9 newspapers

Key Achievements

- ▶ Cost Savings
- ▶ Product Investment/ Enhancement
- ▶ Process Improvement/ Efficiencies
- ▶ Management Resource Expanded
- ▶ Continuous Improvements and Efficiencies
- ▶ Reengineering of business processes leading to savings
- ▶ Aggressive transition plan while carefully mitigating risks

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