

Deliver Innovative Technical Customer Services



Integrate your Technical Customer Services

With an increasing tech savvy customer base, intense competition, lower prices, margin pressures and a new product release every day, consumer electronic retailers are experiencing a pressing demand for technical help desk and support services. With computers and other electronic gadgets becoming an integral part of household and business operations, you as a retailer have to invest, upgrade and provide end-to-end support services to improve your service quality. Initially, you may set up an 'in-house' help desk model to fix customer problems. But with consumers demanding for anytime service throughout the product lifecycle, you should devote technical resources for catering to the problems that your customer may face.

Challenges & Opportunities

Challenges

- Huge demand for technology support services from retailers
- Customer service and post-sale technical support have become critical service differentiators

Opportunities

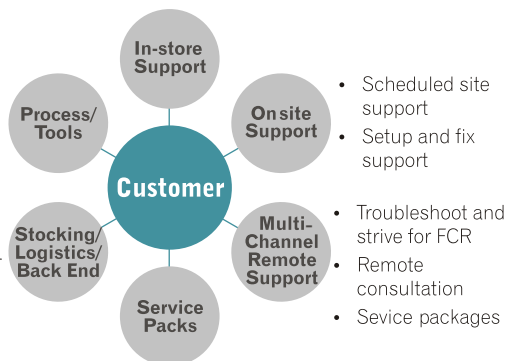
- Outsourcing technical help desk services helps you reduce capital and operational expenditures involved in developing and maintaining in-house support operations
- Technical support services provide an opportunity for you to increase revenue from your existing customer base

HCL Solution

HCL is a leading player in the technical support services segment and aims to deliver value in addressing specific business goals. Acknowledging the concerns of the market through commitment and customer feedback, HCL has developed solutions for the entire support lifecycle management. Help desk models are tailored to meet the needs of individual customers for successful outsourcing outcome, as the one-size-fits-all option no longer exists. HCL's service-offering portfolio for retailers includes a wide range of end-user/customer facing support services viz. product help desk (L1, L2 & L3 support); return material authorization; warranty management; knowledge management (creation, maintenance and updation); internal IT help desk (desktop support); utility support (anti virus) etc.

Service Offerings

- New PC and software support
- Old PC fix and support
- Provide consultation
- Leverage processes and tools to maximize customer satisfaction
- Integrated casetracker - CRM
- Warranty / RMA coordination
- Test and repair center
- Logistics support
- Scheduled site support
- Setup and fix support
- Troubleshoot and strive for FCR
- Remote consultation
- Service packages
- Incident based packages
- Annual maintenance contracts



In-Store Services

On Site Services

Remote Services

HCL Advantage - Service Leadership

- Extensive IT and Technology expertise
- Blended delivery solution with flexibility to meet client needs for combined onsite/ on-shore/ offshore technical support services across all levels
- Three decades of experience in the manufacturing, distribution, servicing and repair of consumer electronics products
- Robust tools for enabling productivity:
 - Diagnostic Manager - Step-by-step troubleshooting service
 - Ask Genie - Knowledge base for faster issue resolution
 - Nucleus CRM - Call tracking, auto escalation and customer transaction history
 - UREKA - Performance management
- Multi-channel & multi-lingual support for customers

Case Study

Client Background: Leading US based Online Technology Superstore

The client is a leading online technology superstore featuring more than 60,000 branded technology products including PC hardware, software, networking and supplies focussed on the consumer, SOHO and business markets.

Drivers for Outsourcing

- Shortage of technical skill sets
- Huge demand from customers for lifetime support services for the products purchased from the retailer
- Low revenue contribution from technology services

HCL Solution

HCL conducted a study to identify the positioning of the technical support services of its client for its products vis-à-vis their competitors, based on which it proposed a unique service proposition to increase its revenue from technical services. The proposed delivery model covers in-store services in all retail outlets of customers across US, on-site services at regional level and remote multi-channel support service from offshore location.

Benefits

- Customer technical support coverage expanded to 500 locations
- Increased revenue from support services by 2% of the total revenue

About HCL

HCL Technologies, with \$ 4.7 bn revenue and 53,000 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.

Give your company the advantage of HCL's Technical Support solutions. To schedule a meeting or to set up a pilot, call our Technical Solution Experts at **1.940.367.5824** or email to: **marketing.bpo@hcl.in**
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