

Redefining Customer Experience



▶▶ Turn your Contact Centre into a Profit Centre

One can no longer compete solely on price. Gone are the days when poor service was overlooked because the price was discounted. One must keep up with the shifting value and buying experience that consumers seek. Becoming Customer focused and exceeding their expectations are critical in today's competitive retail industry, regardless of other value propositions. Good Customer service has become the lifeblood for competitive retailing. The focus should be on getting the basics right. Superior service leads to satisfied Customers; and satisfied Customers are the most effective way to build a profitable Customer base. The level and quality of Customer support is the top-ranked factor for driving repeat purchases.

▶▶ Challenges & Opportunities

Challenges

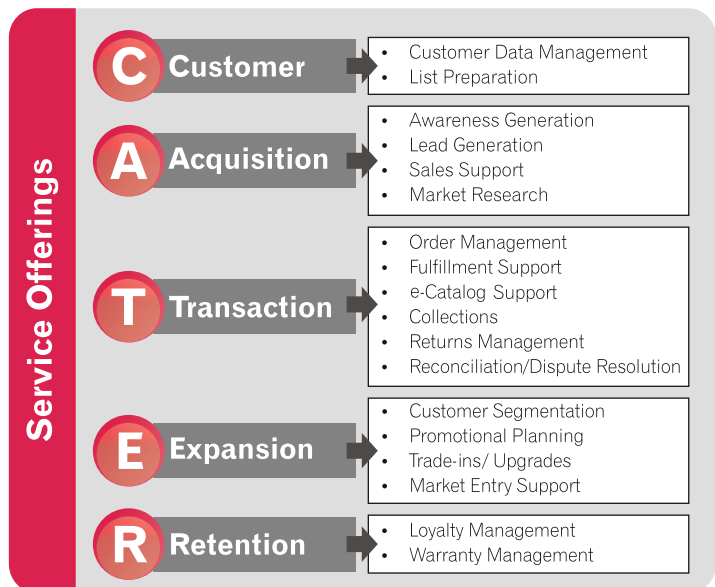
- Demanding Customers – Customers expect consistent experience offline/online and across all support channels
- With decrease in margins and increase in opportunities for differentiation, good Customer service alone can create the competitive advantage
- Inconsistent or negative service experiences damage the brand, develop a negative word of mouth campaign among shoppers and quickly send people to the competitors
- Offline or Online Customers are looking for hassle-free, convenient, pleasant shopping experience
- Shifting trend – Customer service should be high on the agenda for retailers to acquire and retain a profitable Customer base

Opportunities

- Outsourcing Customer-facing activities is being adopted as a viable option for retailers looking to reduce cost of operation, improve process efficiency to keep up with competition and increased Customer satisfaction
- Customer Contact Centers are evolving from being mere service centers for Customer-based transactions to key players that motivate and retain Customers, build loyalty and generate revenue

▶▶ HCL Solutions

HCL, with its expertise in providing CRM services to global retailers, can help your organization maximize the impact of both back-end and front-end CRM services by seamlessly integrating these operations.



HCL Advantage

- Cross-functional CRM expertise
- 80+ Customer service processes delivery experience
- Multi-lingual support for global Customer base
- Partnership with leading technology companies – JDA, Microsoft, Oracle, SAP, Retek, Talisma, Winshuttle, eCollections, QAS, Experian
- Integrated Services – CRM consulting, implementation and support services
- Robust and dynamic in-house developed Knowledge Management System
- Consulting-led service delivery

Business Benefits

- Well-defined low cost channel migration strategy (Phone to chat, email)
- Achieve higher first call resolution through robust knowledge management tools
- Proven Point of Service evaluation techniques for measuring end Customer satisfaction
- Decision support services to increase level of understanding and tracking Customer profitability and Customer behavior

Case Study

Client Background: US based Leading Department Stores

The client is one of the nation's premier retailers with fiscal 2009-2010 sales of USD 40.9 billion. It operates more than 1725+ department stores in 45 states with an employee strength of 197,000.

Drivers for Outsourcing

- Improve Customer Satisfaction scores by 500 basis points
- Trim operational expenses and deliver measurable quality improvements
- Rapid scale-up during the holiday season
- Managing Customer loyalty in an increasingly competitive industry
- Reduce Customer Management costs

HCL Solution

- Private Label Credit Card (PLCC) Credit Customer Service
- Billing Adjustments
- Dispute Resolution
- Email Credit Customer Service
- Ecommerce Support
- Customer Profile Edits

Benefits

- Annual cost savings in excess of USD 5 million across all processes
- Consistently deliver quality metrics of above 98% as against client's target of 96% to drive up Customer satisfaction scores
- Achieved ramp-up performance metric targets during the holiday season with 40% extra resources
- Mean time to resolve Customer billing disputes reduced by 25%
- Process quality improved from 75% to more than 95%

Give your company the advantage of HCL's CRM solutions.

To schedule a meeting or to set up a pilot, email to: marketing.bpo@hcl.com



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