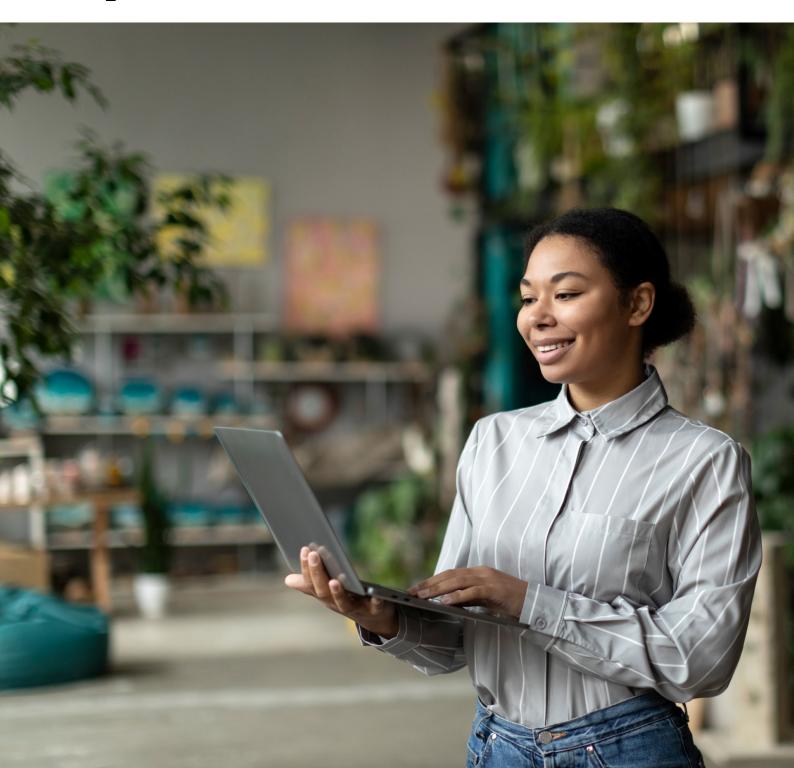# HCLTech | Supercharging Progress™

Customer journey to Cloud transformation for a global lifestyle brand

Experience better customer satisfaction and order management with HCLTech Salesforce Solution

Our client is a **global lifestyle company** with a unique portfolio of much-loved brands. Since 1649, they've been there in the daily life of everyone – homes, gardens, and outdoors – making it better with their offerings. One of the leading premium lifestyle brands in the gardening, cooking & creating categories around the world, the client's purpose is to increase human happiness in and around the home.

The Objective:

As part of ongoing customer service improvements, the client wished to incorporate credit card capabilities for the B2B System into the B2C Architecture. Also, client's another objective was to achieve a flawless sync between the new retail Point of Sales (POS) and the legacy B2C system.

The Challenge:

The client was facing many hurdles that were responsible for slower growth. There were challenges on the European language B2B trading portal and a long pending duplicate order issue with Middleware. There were also roadblocks in utilizing Conga (Apttus) Contract Lifecycle Management (CLM) for an automation initiative to reduce the licensing cost and improve client security. With the current B2C system and the new retail POS not synced, customer satisfaction was at stake.

The Solution:

As the sole partner for Salesforce, HCLTech engaged in the customer journey to cloud transformation. HCLTech Salesforce experts created detailed sprint backlog files, assuring status updates and scope management. HCLTech's expert were also involved in considering various architectural in B2B, B2C, Marketing Cloud & Sales Cloud. HCLTech provide end-to-end solution and support from strategy to implementation and sustenance services and provided a holistic solution with the following highlights.

B2B application

Salesforce Community Cloud integrated on top of Sales Cloud and HCLTech has successfully deployed 5 European languages for user-friendly interaction & fixed duplicate orders in SAP

Sales Cloud

The OneConsumer application serves as the main repository which includes user data, marketing consent for emails, and purchase history. Data manipulation for source campaigns for timely maintenance of marketing programs on regular time intervals with stringent timelines

Conga (Apttus) Contract Lifecycle Management

It is an end-to-end contract lifecycle management solution built to automate complex processes that involve multiple groups. Integrating users from multiple applications like Trade Portal, CRM with CLM application for an automation initiative on reducing user license costing on individual users and reinforcing login authentication which increases client security.

Service Cloud

HCLTech leveraged Service Cloud and implemented the case management functionality along with warranty management business

The Impact:

Customer satisfaction level has grown by **20%**

50% reduction of manual efforts on auto-renewal of agreements using Conga CLM

Scaled up the existing B2B (CloudCraze) support to handle an additional **600** orders / month

HCLTech