

# Supercharging digital value chains with Salesforce

HCLTech and Salesforce: Transforming  
business together

Our 13-year partnership with Salesforce has consistently supercharged digital value chains for Global 2000 enterprises. Today, HCLTech proudly stands as a market leader in Salesforce services, boasting of a **4.8/5 CSAT score** and the trust of over **250 customers**.

As a **"SUMMIT" Consulting Partner** for Salesforce, the highest level of partnership, and an **approved Outsourcing Service Provider (OSP)**, HCLTech provides unmatched services across Salesforce's strategy and technology spectrum. We extend our partnership into a collaborative venture to develop prototype Salesforce technology solutions, tailor-made to elevate your business operations.



## Key differentiators: HCLTech-Salesforce collaboration

1

Pioneering Salesforce capabilities for seamless integration, from core systems to edge technologies.

2

Joint development of groundbreaking tools and frameworks through our Salesforce Center of Excellence (COE).

3

Service delivery excellence, endorsed directly by Salesforce, across diverse sectors, functions, and geographies.

4

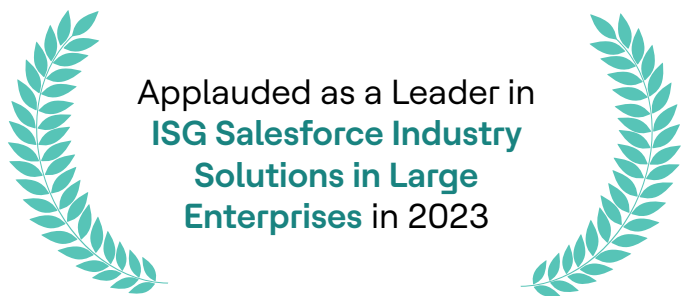
Robust alliance with Salesforce solution advisory teams for insightful on-ground consultation, solution design, and implementation.

# HCLTech's Salesforce Impact: In figures



## Recognitions:

Our Salesforce prowess has consistently earned us recognition and accolades from industry experts and analysts. We have consistently been a frontrunner in numerous Salesforce service areas across 2022 and 2023.



# Expertise

From Sales and Service to Marketing, Commerce and beyond, our robust Salesforce services cater to a range of enterprise needs. Our Salesforce COE stands ready to guide your business from strategy formulation to transformation, employing our collaboratively developed solutions and expert service implementation.

## HCLTech Salesforce InFusion Solutions Suite



### HCLTech InFusion APM GPT

An Agile Project Management solution powered by GPT, helps the project teams to implement agile methodology with relevant documentation. It also supports multiple screens for multiple project roles to ensure better productivity by prioritizing the tasks for the day and week on the screen along with many other features like risk anticipation, team velocity calculations, backlog burndown alerts, and prior effort feasible for a sprint. It also provides the capability to generate documentation for the project in multiple templates like BRD, TDD, Test plan, etc.

### HCLTech InFusion Wealth Intelligence

With HCLTech's Wealth Intelligence solution, organizations can leverage ChatGPT on top of Salesforce solution to provide hyper-personalized approach and suggest possible investments and financial goals for the customers. Implementing digital strategies for investment planning and wealth management can be useful for financial industries like banking and insurance. This will offer greater portfolio insights, develop bespoke investment options and curate an interactive environment for personalized guidance

### HCLTech InFusion Health Proctor

HCLTech's unique solution with the combined features of Salesforce Field Service and Health cloud for patient, payer and provider. Patients have the option to select from variety of network healthcare and diagnostic services providers based on their insurance coverage with one touch access to all health data for patient, payer and provider while maintaining deep data privacy as per regulatory requirements

### HCLTech InFusion MotorConfig

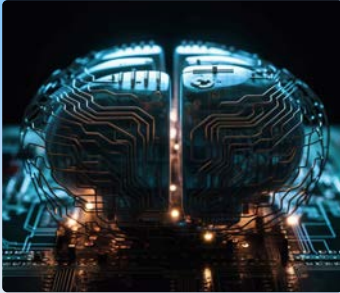
HCLTech's MotorConfig serves as the digital platform to the vehicle buyers and empowers them to customize their vehicle as per their own desire, prior to the purchase. It also enables buyers to view and admire their configured vehicle from all angles and revisit at any time. Once ready, they can compare between different configured models and share their configuration with the local retailer as well as others. This solution also helps buyers with the vehicle milage post delivery and in sharing information with service center.

### HCLTech InFusion Intelligent DevAssist

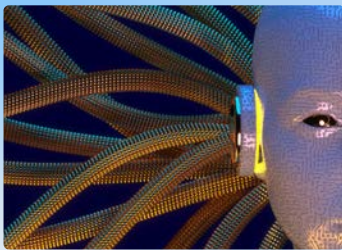
An advanced package designed to empower developers with cutting-edge AI-driven tools that streamline the software development process, optimize code efficiency, and enhance code quality. HCLTech InFusion Intelligent DevAssist revolutionizes the way developers write, review and maintain code, bringing unprecedented productivity gains to software development teams. This tool can generate test classes, inline comments in code, optimize the code and generate code from scratch.

## Future proofing: Solutioning with AI-capabilities

We equip future-oriented organizations with the tools to leverage AI through our comprehensive consultancy and delivery platform. From generative AI-infused software to lean governance and advanced AI insights, our offerings are tailored to prepare enterprises for an AI-driven future.



**HCLTech and AI:** As a trailblazer in technology services and consultation, HCLTech offers unparalleled end-to-end capabilities stretching from chip development to business process optimization. With strategic partnerships including Oracle, Google, and Microsoft, HCLTech extends its prowess to harnessing Salesforce AI Cloud and EinsteinGPT. This enables us to lead the way in Generative AI applications across diverse industries, fostering Salesforce enterprise trust through secure, efficient, and intelligent business solutions.



**GenAI labs by HCLTech:** Spearheading industry-specific solutions by exploiting the combined power of Salesforce AI Cloud and Generative AI, like EinsteinGPT, for insightful, real-time decisions. Our focus is on upholding Enterprise Trust through secure, transparent AI usage.



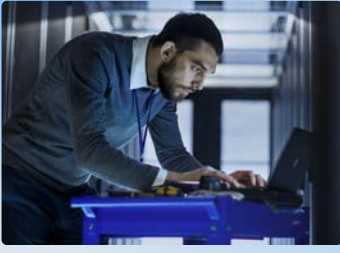
**Applications, data and analytics with HCLTech:** We empower intelligent enterprise systems with lean governance, facilitated by Salesforce AI Cloud's advanced AI insights, and our partner capabilities. We strengthen Salesforce enterprise trust through robust data security and management.



**Systems and product engineering at HCLTech:** Fostering transformation in AI-Enabled systems and engineering services through Salesforce AI Cloud and advanced solutions like EinsteinGPT, we strengthen the trust and reliability of enterprise systems.



**HCLTech's Business Process Operations:** Integrating cutting-edge Salesforce AI Cloud technologies for amplified automation and process improvement, we build enterprise trust through smarter, reliable business processes.



**Infrastructure and operations with HCLTech:** We enhance core business operations with the power of Salesforce AI Cloud, implementing intelligent operations and digital services. We contribute to Salesforce enterprise trust with our tools and partnerships.



**HCLSoftware's AI leadership:** Pioneering the way with AI-infused software products, leveraging Salesforce AI Cloud and Generative AI for enhanced value and XaaS solutions. We emphasize Salesforce enterprise trust through robust, secure, and intelligent software offerings.

With HCLTech, experience the future of AI in business—today.

## Paving the way

At HCLTech, our Salesforce practice has a defined mission: **to enable our clients to transition seamlessly to an AI-first environment across all stakeholder interactions.** This encompasses the adoption of industry-specific data models and design for AI best practices. It includes aspects like proactive prompting, eradicating toxic elements, and workflows to rectify hallucinations.

Additionally, we facilitate the integration of Salesforce enterprise trust capabilities to ensure privacy and compliance, including Salesforce and external Large Language Models (LLM) with audit logs as part of Salesforce Flow, Slack, MuleSoft, and Tableau. We orchestrate processes, activities, and case management features to construct a holistic, future-ready solution. Together, we create a path towards digitally transformed, AI-enabled enterprises.



# Success stories

## The Objective:

The client was seeking solutions to the presence of legacy applications that were slowing down the transformation journey for the company and were unable to adapt to the rising business needs which included better customer experience, and better ROI.

## The Challenge:

- Develop dynamic business functionality with the Out-Of-Band (OOB) platform offering to achieve faster ROI
- Bring an omnichannel solution hosted on Cloud to support complex integration with downstream applications
- Develop the ability to monetize the final solution to other credit unions

## The Solution:

The transformation journey mainly focused on the migration from the old legacy systems to new, modern applications using **Salesforce Financial Services Cloud** that supported the objectives, further improving the strategic mindset of the company.

## The Impact:

The client could identify & modernize business capabilities for scalability and reusability across digital banking. They saw membership increase by 21% and digital share of voice grow by 22%. The cost of acquisition was lowered resulting in an overall better yield on ROI.

## Transforming a global federal credit union with Salesforce

## Re-imagining customer experiences for energy & utility major

## The Objective:

The client wanted to transform their Cloud journey with Salesforce as a single CRM platform

## The Challenge:

- Lack of automated system operations, real-time visibility and requisite integrations with internal systems and applications
- Lack of automated onboarding of customer and contract management
- Longer release cycle due to dependency on manual deployment
- Lack of 360-degree customer information for the customer service team and therefore a longer wait time for issues' resolution

## The Solution:

Using Salesforce Shield, Marketing Cloud, Salesforce Einstein Chatbot, CI/CD and Sales Cloud, we were able to do a complete overhaul of their customer experience and change the way a customer interacted the solution

## The Impact:

**70%** time-saving at a platform level and a significant reduction in time-to-market and platform downtime. It also improved sales performance through continuous monitoring and enhanced collaboration among the sales teams.

## The Objective:

The client wanted to provide better patient services to their clients and ensure seamless communication and call support

## The Challenge:

- The lack of easy on-call and on-field support to patients
- Need for regular email communication to users as well as territory mapping based on country and zip code
- Lack of consolidated data offering a centralized view of patient information

## The Solution:

Using **Salesforce Health Cloud**, we provided a centralized view of patient information, including clinical data, prior and planned visits, and interaction history, to clinicians, payers, pharmacies, and healthcare teams. We also enabled custom logic to search patients, physicians, staff etc., from Master Data Management (MDM) systems. Through a cloud-based CRM software, we enabled seamless communication and with the integration with Tibco/ Informatica, we could create a single unified experience.

## The Impact:

We consolidated a Healthcare Professionals (HCP) portal for external users to use patient services application, reduced client cost by **30 %** by leveraging the out-of-box features of Health Cloud and configured Five9 apps to provide call support to patients.

## Enabling seamless communication for a Danish biotechnology major

## Driving customer satisfaction for a Fortune-500 industrial tool manufacturer

## The Objective:

To adopt a D2C model which would support them in their global expansion objectives and some technical upgrades to finetune their customer experience

## The Challenge:

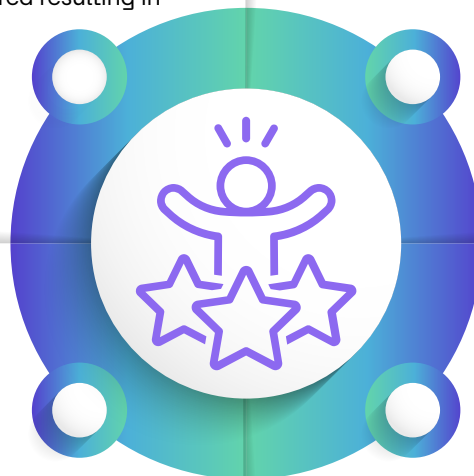
- Bringing in place the DIY store and staff on e-commerce
- Lack of user adoption on highly customized / complex old Salesforce (SDFC) organizations
- Lack of best-in-class IT capabilities, which deprived them from achieving a mobile-first user experience and an enhanced customer experience

## The Solution:

We incorporated Salesforce capabilities in their transformation journey by utilizing Salesforce Commerce Cloud to have B2C Commerce in place. The drastic improvement in user adoption was brought about through migration from Salesforce Classic UI to Lightning with consistent application support and enhancement. We also enabled the integration of data across systems to get a holistic customer view.

## The Impact:

The client witnessed a multifold increase in customer engagement touchpoints with enhanced customer experience. The migration to Lightning resulted in increased productivity with rich UI. They saw up to **10%** cost saving through ticket elimination and reduction in resolution time and an increase in Annual Transaction Value (ATV) and profitability.



## Let's Collaborate

Maximize your business's potential by embracing a seamless Salesforce implementation. Explore how our tailored Salesforce solutions can supercharge your digital value chains, driving productivity and innovation. Get in touch with us today and transform your tomorrow.





# HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 219,000+ people across 54 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending September 2022 totaled \$12.1 billion. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com).

[hcltech.com](https://hcltech.com)

