

Delivering impactful  
**transformation journeys**  
through CX

CX is how organizations focus on the ways customers, employees and other audiences interact with the organization, allowing you to design, deliver and continuously improve interactions in ways that consistently meet or exceed expectations.

## CX puts your audience at the core of your solutions, helping you to:



See the big picture clearly



Improve outcomes, adoption, engagement and retention



Uncover new insights with less stress



Identify audience-driven guidelines for transformation



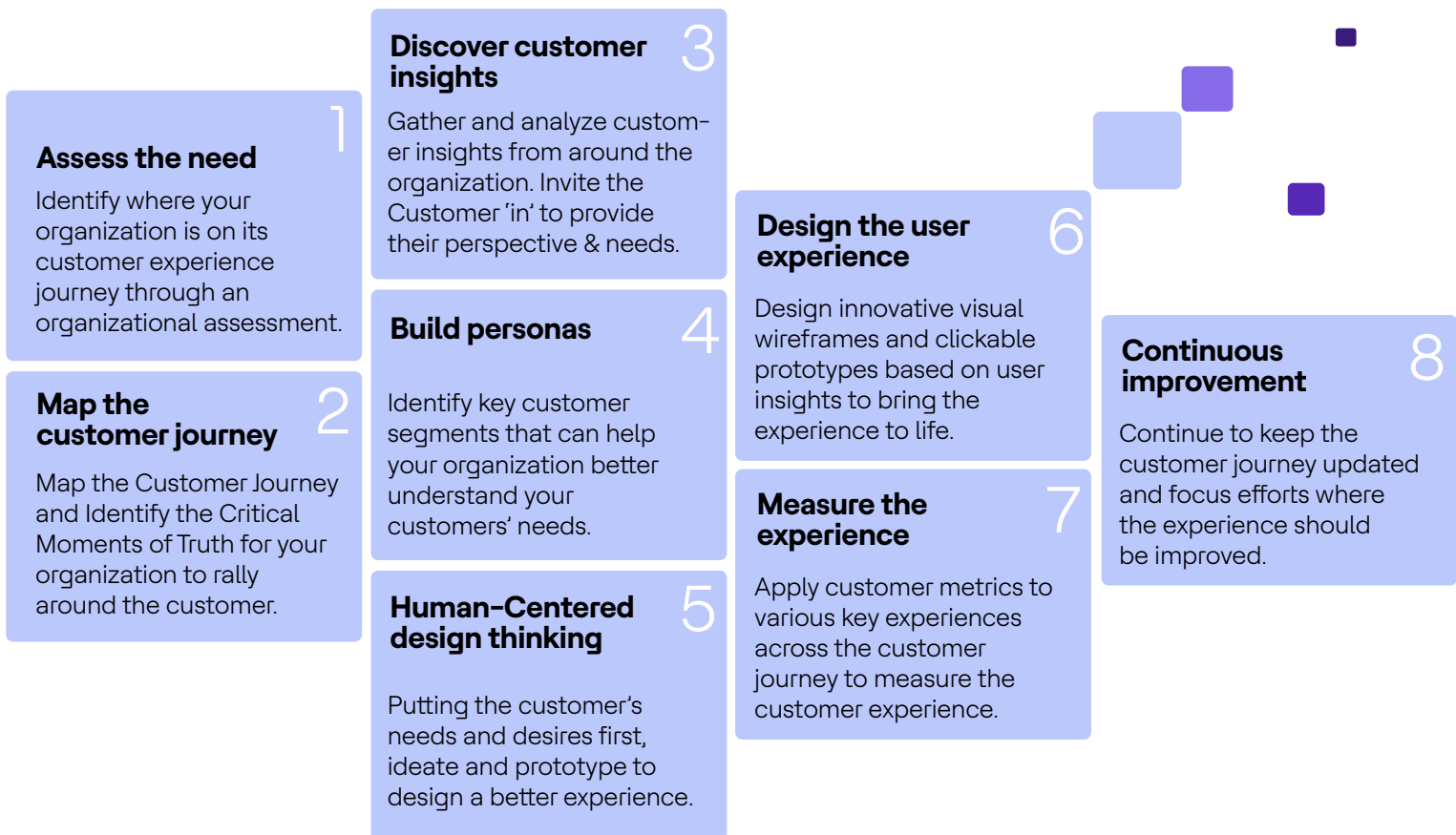
Confidently defend insight-driven solution decisions



Find synergies between audience needs and organizational capabilities

## Our transformational experience framework

Bridging the gap between your brand promise & differentiated experiences



## The value of investing in CX strategy & design

Successful organizations invest in customer experience strategy and design to ensure the humans at the center of the experience are understood and leveraged to set the vision for the digital experience

### What you'd Expect

Tangible Benefits



- Fresh Customer Perspective and Insights
- Increased Satisfaction
- Experience-Focused Items for Future Roadmap

### What You Might Not Expect

Intangible Benefits



- Alignment Across Stakeholders
- More Efficient Operations
- Clear View of the End-to-End Experience
- Employee Engagement

### Metrics CX Can Influence

Financial Benefits



- |                           |                        |
|---------------------------|------------------------|
| ↑ Revenue & Profitability | ↓ Sales & Mktg Expense |
| ↑ Adoption                | ↓ Churn                |
| ↑ Advocacy                |                        |
| ↑ Engagement              |                        |

## Improving your experience starts with understanding the end-to-end journey

Move from multiple, disparate touchpoints to one aligned view with order and understanding of the end-to-end experience by mapping the customer journey.

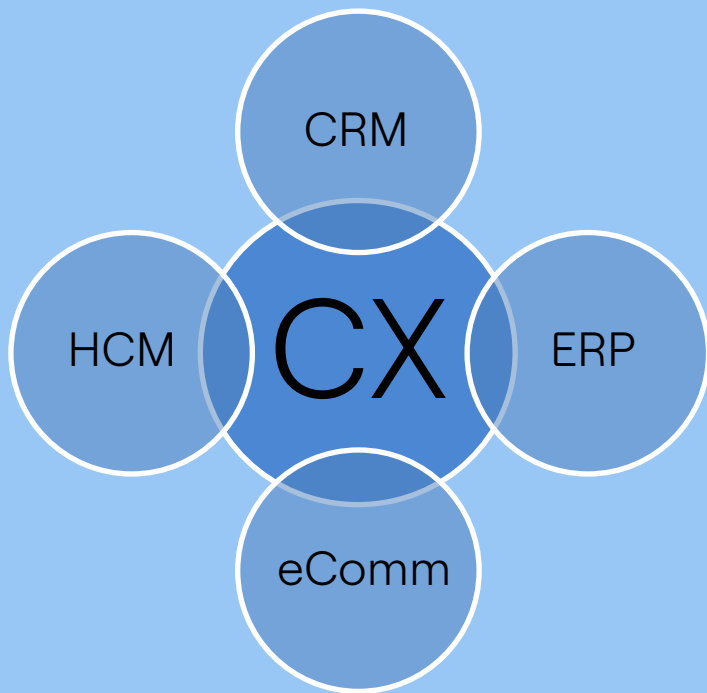
If your organization works vertically, down the functional areas, it gets harder to deliver on a connected customer experience.



Engage 'The Silos' to Deliver a Connected Customer Experience

## Two great opportunities to accelerate your CX capabilities

Technology upgrades and digital transformation



Many of our clients leverage technology change initiatives as an opportunity to reimagine the experience they provide for customers, employees, and other audiences and to create new capabilities inside their organization to deliver enhanced experiences.

## What CX strategy & design solve for in digital transformations

Technology upgrades and digital transformation

### "I want to ...

... understand our target audience better so our team can empathize with customers as we design a digital experience to meet their experience needs."

Personas



Journey Mapping

... have a better understanding of the end-to-end experience so we can solve for pain points or unmet needs to help us design a digital experience that our target audience can connect with."

... understand how to take the future state from a concept to reality with a common understanding of priorities, highest impact work to focus on first, timelines and roles & responsibilities."

CX Roadmap



Customer Insights

... have customer insights but we're not sure where all the data is or what we should be prioritizing and executing to address with our online experience."

...craft a differentiated digital experience that embodies our CX strategy, exudes our brand experience, and helps meet business, customer, and technology goals."

Experience Design



# Are you checking the box or moving the needle?



## • Journey Maps

### Moving The Needle!

Mapping the experience with a cross-functional team, socializing it broadly, and referencing it in future decision-making.

### Checking The Box

Creating a journey map in a vacuum or based on internal perspective.

## • Personas

### Moving The Needle!

Interviewing, polling or conducting focus groups with your direct customers or employees to gain new insights and select which insights to action.

### Checking The Box

Building an experience without understanding the people behind it.



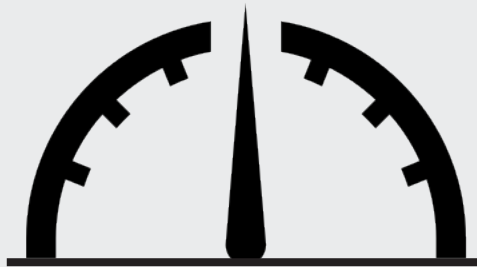
## • Experience Design Workshop

### Moving The Needle!

Running cross-functional workshops to build experience improvements around the customer.

### Checking The Box

Identifying backlog items with just the project or program team.



## • Insights

### Moving The Needle!

Interviewing, polling or conducting focus groups with your direct customers or employees to gain new insights and select which insights to action.

### Checking The Box

Assuming your team knows what the user wants.

## • Actionable CX Roadmap

### Moving The Needle!

Leveraging rich insights and outcomes to create an actionable experience roadmap that resonates.

### Checking The Box

Focusing on just the MVP or reacting as requests come in for change.

# Fostering a Customer-Centric culture



# Nexus Method: Inclusive, scalable digital experience creation

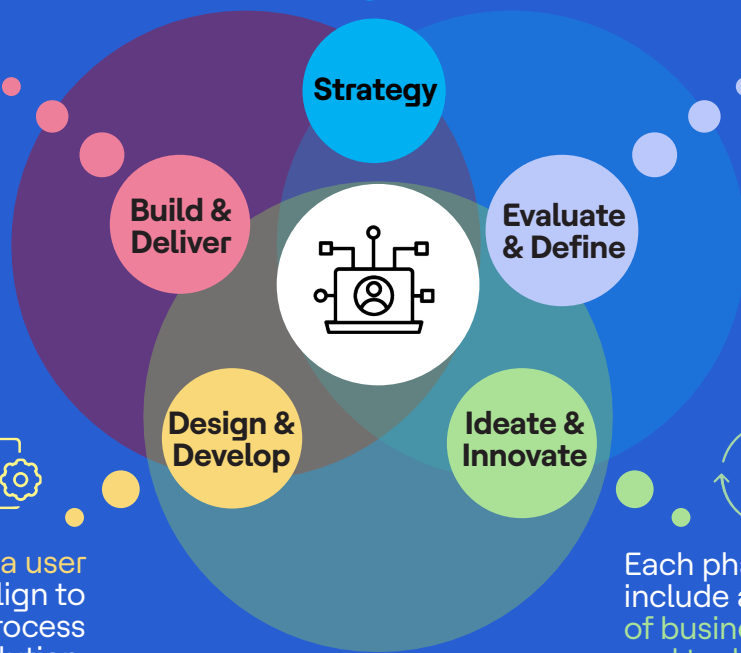
Drive the development and implementation of an actionable enterprise-wide experience strategy to deliver positive, meaningful experiences for your customers across all channels.



XD involvement in development led sprints to ensure digital experience and interactions are at the quality and precision envisioned.



Create or align to overall business digital strategy, establish a strong foundation and balance of user need and business goals.



Ideate and design a user focused journey, align to both business process and technical solution, and concept/prototype a digital solution.



Each phase should include a cross-section of business, experience, and technical expertise



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