HCL
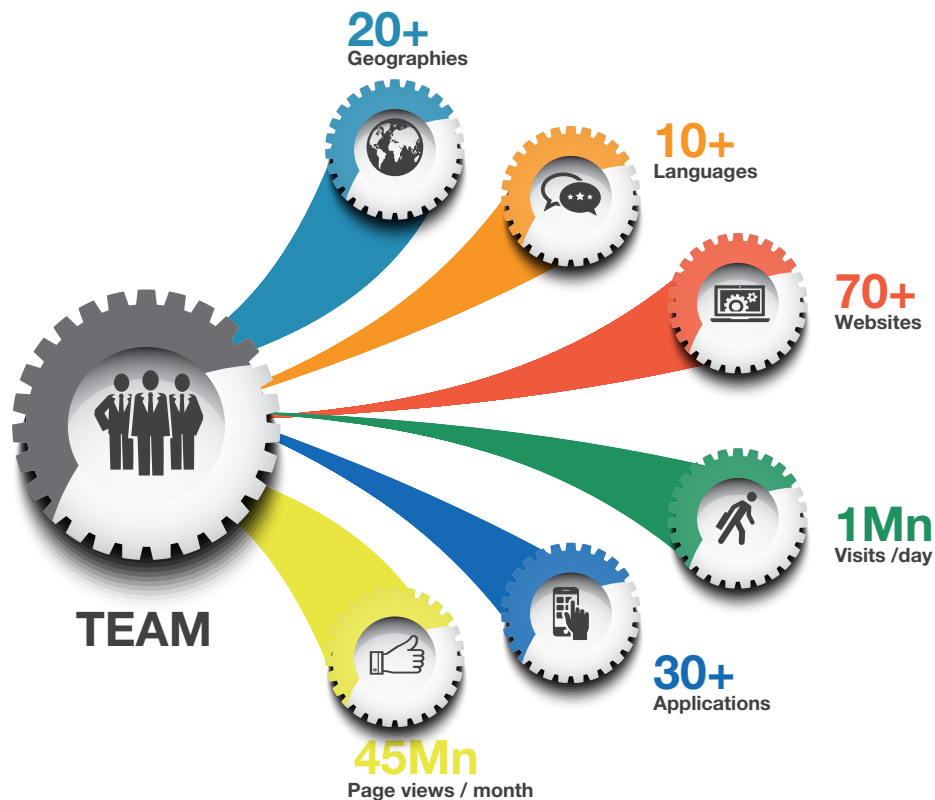
HCL's GLOBAL DIGITAL ENGAGEMENT PLATFORM DRIVES WORLD's LARGEST FAST FOOD CHAIN

CUSTOMER PROFILE

The customer is the world's largest fast food chain, serving around 69 million customers across 119 countries, through more than 36,000 outlets.

HCL's partnership started in 2007, to build a Web Content Management platform for their US-based marketing organization. HCL and the client's IT team decided to look beyond the US market and build a Global Desktop Framework that can be utilized across many other countries that the client operates in. Since then, HCL has helped the client in their digital transformation marathon to build a framework-driven digital marketing process, across their branding channels.

ENGAGEMENT HIGHLIGHTS

20+ Geographies

10+ Languages

70+ Websites

1Mn Visits /day

30+ Applications

45Mn Page views / month

TEAM

BUSINESS CHALLENGES & OBJECTIVES

The client operates a unique franchisee model with localized ownership of marketing activities. This means each market has its own messaging, develops its own assets, and carries out its own marketing activities. This led to peculiar challenges such as:

- Lack of visibility and control during digital engagement and marketing process
- High cost of building websites (USD 200K-USD 1000K) and hosting promotions heightened by multiplying the costs per market
- Greater dependency on IT for managing web experience leading to longer turnaround times
- Difficulty in building brand consistency and dissemination of branding information across channels
- Managing promotions and marketing initiatives across different markets
- Inability to drive targeted marketing campaign across different channels, and across markets
- Lack of data and insights to take business decisions and understand the customer's journey across multiple touch points

HCL SOLUTION

HCL implemented an enterprise-wide **digital engagement platform** with content-rich web applications for the client to ensure consistent branding with further localization across 25 markets.
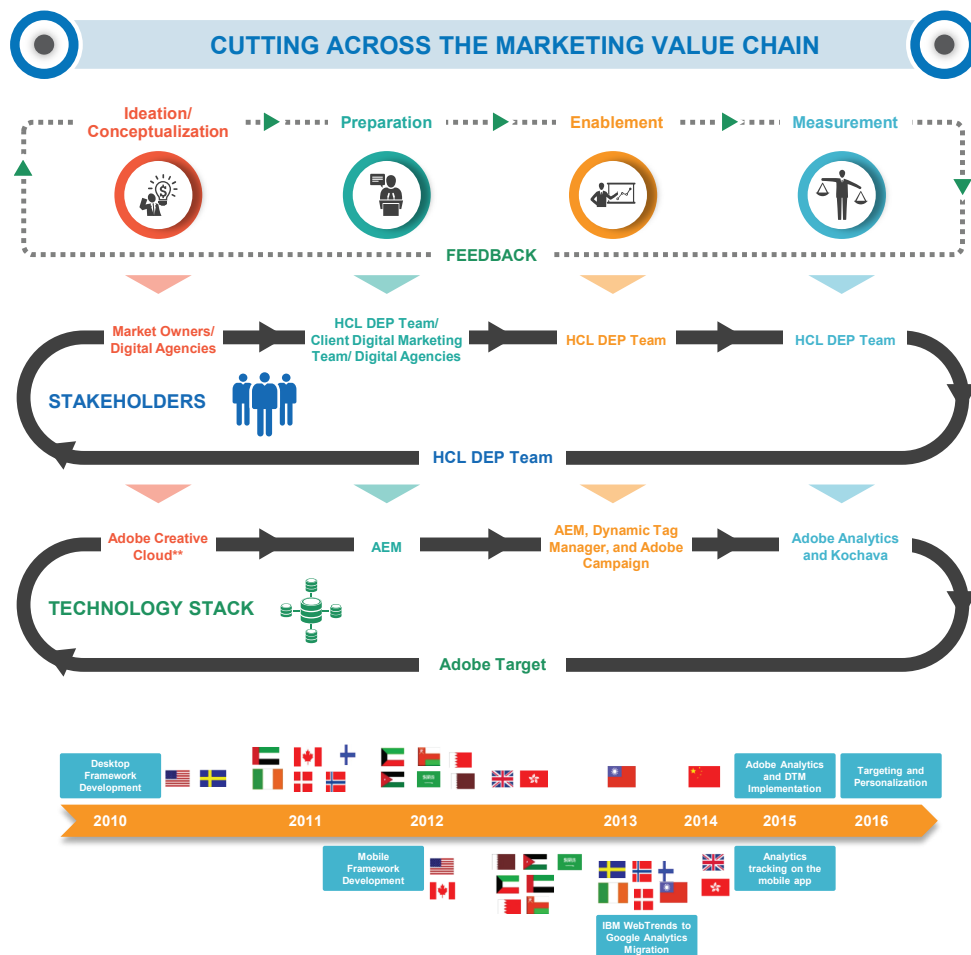

Exhibit: Marketing Value Chain

HCL team played a key role across the marketing value chain by engaging with multiple stakeholders and stitching various components together to help deliver greater value to the end customer.

SOLUTION HIGHLIGHTS

HCL built a global **Digital Engagement Platform** driving global and distributed operations

a. Core Capabilities

- Self-service for creative agency/ business team in managing the marketing content
- Global markets can now leverage shared assets and content in a common unified visual experience
- Multi-lingual sites for global markets
- Re-usability of promotions and campaigns across multiple channels
- Enabling brand presence on desktop and mobile

b. E-mail Campaigns

- Enabled 360-degree view of customers and ran the targeted promotions and campaigns across three markets - USA, UK, and Canada
- Improved customer acquisition and targeted engagement
- Ability to run offer campaigns during the game season
- Delivered real-time offers with GMA campaigns

c. Analytics

- Built 25+ dashboards across digital properties for visitor analysis and market optimization
- Captured visitors across multiple 'Attract' channels such as e-mail, search, etc. using multi-suite data aggregation model
- Facilitated measurement of e-mail KPIs using data connector integration for Adobe Analytics and Adobe Campaign
- Enabled user behavior analytics on web and app, for both iOS and Android
- Implemented document governance using DD (Data Dictionary), PMS (Page Mapping Sheet), and data layer

d. Integrations

- Implemented Adobe Marketing Cloud to enable seamless data flow for retargeting and personalization
- Enabled TMS (Tag Management System) using Adobe Dynamic Tag Management (DTM) and Ensighten Tag Management
- Implemented third party tags (DFA, Sizmek, Pulse Signal, etc.) using DTM
- Integrated with social platforms such as Facebook and Twitter
- Connected physical and digital consumer journeys using QR codes

e. Technology & Delivery

- Leveraged a centralized support team for all geos using 'Follow-The-Sun' model

- Crafted a unified content architecture with optimized platform license usage

- Leveraged an agile-based program execution with a heavy offshore delivery approach currently with 90:10 offshore-onsite resource mix

SOLUTION SPAN

Global Desktop Framework
Framework for onboarding content-driven marketing websites on to the Digital Engagement Platform (DEP). This framework is developed on Adobe CQ5 and has around **two Templates** and **70 Components.**
Used by: 20 Geos   **Website launched:** 70+

Global Mobile Framework
Framework for onboarding content-driven mobile websites on to the DEP Platform. This framework is developed on Adobe CQ5 and has around **two Templates** and **35 Components.**

Used by: 18 Geos   **Website launched:** 15+

Restaurant Locator
Generic application for showcasing restaurant information to marketing websites, mobile websites, and mobile apps. This application uses the Google Maps API and Fusion table for showing locator information. The application inherits the theme of the reference site.
Used by: 20 Geos   **Implementation done**: 30+

Enterprise Search
Generic application for integrating search functionality within all desktop websites. Application uses SOLR search engine.
Used by: 15 Geos   **Implementation done**: 16+

Nutrition WebService
Global Nutrition Interface application to provide menu information including marketing and nutrition as a web service response.

Web Experience Builder
A centralized application for managing the menu marketing information.

BUSINESS OUTCOMES FOR THE CUSTOMER

Marketing Team

HCL helped the marketing organization achieve:

- Improved positioning of brands globally and locally
- Increased transparency of brand content, such as nutrition
- Improved customer acquisition and targeting
- Reduced content authoring time by empowering marketing users to manage content with zero IT involvement
- Reduction in cost of on-boarding new markets through a well-defined service catalogue model:
    - 85-90% for smaller market
    - 70-80% for larger market
- Reduction in time to launch market promotions and campaigns by up to three weeks
- 60-80% reduction in time-to-market for new websites
- Real-time actionable insights for business to take meaningful decisions and optimize marketing spend wherever possible

Technology 'Change-the-Business' Teams

There were several benefits for technology and architecture teams, including:

- Standardized technology stack that fits well together
- No hassle of reaching out to multiple technology/implementation vendors
- One-touch technology upgrade for all products in the stack
- Creation of an engagement layer for promotions and campaigns, which have a more relatable tonality; at the same time reducing the implementation time by 40%
- Increase in user engagement and personalized experience resulting in customer advocacy
- Library of reusable components and site templates to deliver rapid website creation

IT 'Run-the-Business' Team

Last but not the least, CIO and IT management groups benefitted from:

- Platform support and operations enabled with a 'Follow-The-Sun' model to ensure serviceability of all markets across the globe
- Service catalog-based approach which helped enable new and existing markets to become aware of available features as well as implement them at a faster pace
- Single vendor to manage infrastructure and applications - speedy resolution to issues and planned infrastructure upgrades in line with application upgrades
- Enabling migration to a completely cloud-based infrastructure

For further information, visit www.hcltech.com or reach out to connected.consumer@hcl.com

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