

HCL

INFOGRAPHIC INCLUDED

5 **STAGE**
PROCESS

Customer Service
Implementation
Maturity Model



AWARD-WINNING
MICROSOFT PARTNER

DIGITAL TRANSFORMATION IN CUSTOMER SERVICE

HCL FUNDAMENTALLY TRANSFORMS YOUR ENTIRE SERVICE DELIVERY MODEL

HCL is an award-winning Microsoft partner with a proven track record for excellence in **Customer Service digital transformations** using technology from the Microsoft stack.



Naturally, our solutions are built on Dynamics 365 Customer Service and Microsoft Power Platform. We extend the capabilities of each solution by adding other apps from the stack as needed, including Customer Insights, Omnichannel, and the recently introduced **Native Voice Channel**, an all-in-one digital contact center solution that brings together omnichannel contact center and customer care capabilities, unified communications, and artificial intelligence (AI) to enable delivery of consistent, intelligent, and personalized service experiences.

While other Microsoft partners may tap into the technology stack to enhance your business's core customer service platform, HCL fundamentally **transforms your entire service delivery model**.

Our success comes from adopting and adhering to our own best practices IP: **the HCL Customer Service Implementation Maturity Model**. Through faithful execution and state-of-the-art artificial intelligence, we deliver next-generation customer care to your business by:



Unifying Customer Data into a Single View



Serving Up Measurable and Actionable KPIs



Delivering Consistent Omnichannel Experiences



Improving Agent Productivity



Accelerating Case Resolution



Implementing Intelligent Virtual Agents, Bots, Routing, and Analytics

The HCL Customer Service Implementation Maturity Model

Our model is a **five-stage process** spanning **three overarching objectives**, as shown:

THREE OBJECTIVES



WE EXPLORE EACH STAGE IN MORE DETAIL BELOW

STAGE 01

We assess the current state of your organization and determine together where you want to be.

OBJECTIVE

- Effective Change Management

Understand the Starting Point

AS-IS STATE

- **Define** current pain points
- **Assess** current systems architecture, including available channels
- **Create** map of stakeholders
- **Assess** organization structure

DESIRED FUTURE STATE

- **Define** the target operative model
- **Outline** short, middle, and long-term goals
- **Define** user personas
- **Determine** desired primary and secondary communication channels
- **Define** success KPIs and adoption strategy
- **Determine** dependencies

STAGE 02

Here, we begin the transformative work. A collaborative environment is critical to success, so this is where we deploy full Microsoft Teams integration.

OBJECTIVES

- Effective Change Management
- Organizational Alignments

Think BIG, Start Small



Plan for success



Standardize the target operative model



Define data and security models



Determine data and security models



Initiate first steps in creating the Customer 360° view



Initiate priority for streamlining case management (e.g., Top 5 Inquiries)



Set up primary communication channels



Build operative dashboards

STAGE 03

In this stage, we improve the agent and customer experiences by deploying more channels.

OBJECTIVE

- Organizational Alignments

Growth with Sure Steps



VOICE



SOCIAL



CHAT



SELF-SERVICE



EMAIL

We also begin the important task of introducing new capabilities that extend your **service delivery offering**:

- Service Level Agreements and Entitlements
- Surveys (Customer Voice)
- Knowledge Base Articles
- Agent Scripts
- Embedded Artificial Intelligence Features
- Escalations

World-class solution.
Begin. Scale. Earn customers for life.

STAGE 04

Here, we simplify and streamline through automation and implementation.

OBJECTIVES

- Organizational Alignments
- Emphasize End User & End Customer

Analyze and Automate

- **Create** extended Dynamics 365 reports and dashboards
- **Create** Excel Templates
- **Implement** customer sentiment analysis
- **Build** out Power BI reports and dashboards
- **Implement** Power Virtual Agents (Chat Bots)
- **Automate** communications
- **Automate** approvals
- **Integrate** your new solution with legacy applications, as needed



Provide consistent and personalized service.
Every time.

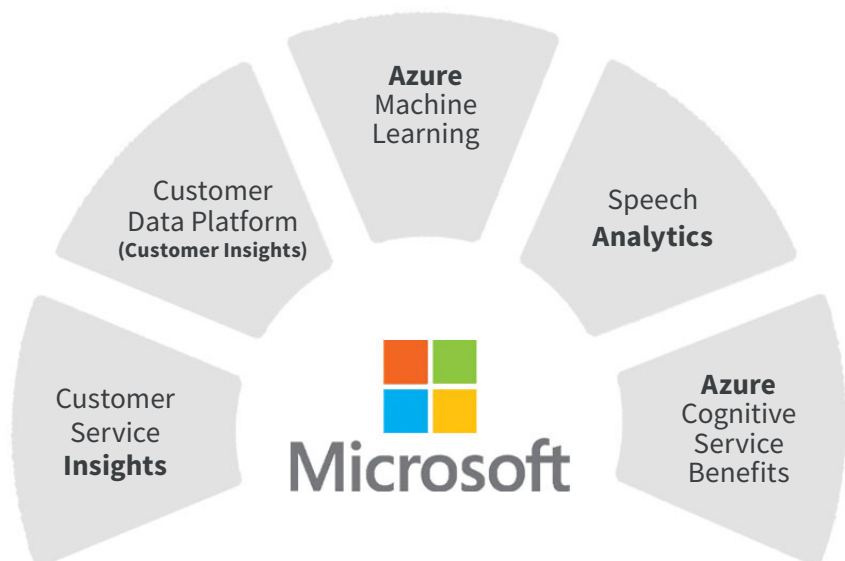
STAGE 05

In the final stage of the Customer Service Implementation Maturity Model, we incorporate additional technologies and services from the Microsoft stack.

OBJECTIVE

- Emphasize End User & End Customer

Learn & Plan for Improvement



Explore the Benefits

Of the HCL Customer Service Implementation Maturity Model

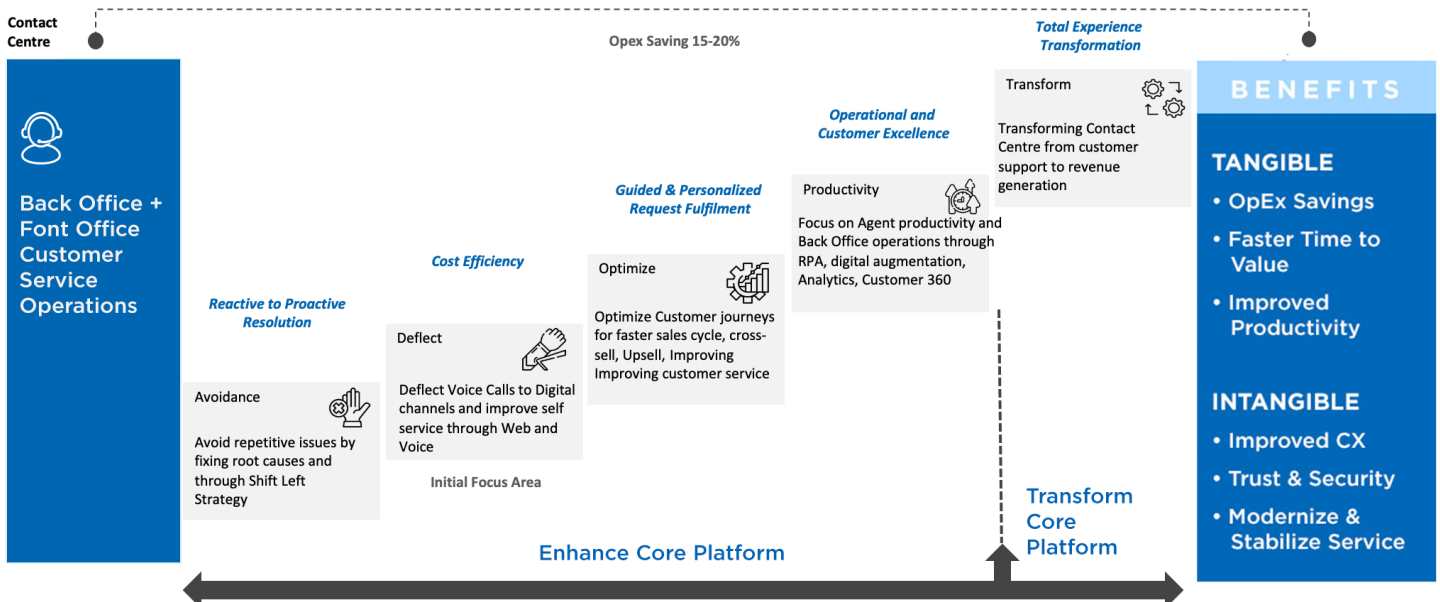
Your contact center is the primary customer-facing hub of your organization. Its transformation under the guidance of HCL and the application of our Customer Service Implementation Maturity Model is truly breathtaking.

18%

ROUGHLY 15-20% OPEX SAVINGS

We combine our **5-stage Implementation Maturity Model** with our **ADOPT Transformation Framework**, which takes the contact center from a reactive cost center to a revenue-generating profit center.

ADOPT Framework for Contact Centre Transformation



Ready to Get Started?

As an **award-winning Microsoft partner** with a dedicated internal Microsoft business unit, HCL is tightly coupled with Microsoft in terms of product development. In the Customer Service arena, especially, we're in lockstep with Microsoft's sellers and IP developers.

To learn more or to get started in your own organization, please reach out to our Customer Service experts.

[LEARN MORE](#)



TALK TO THE EXPERTS



To learn more about the **Microsoft Business Applications** (formerly PowerObjects) practice and offerings within HCL, please visit www.powerobjects.com.