

# **X – The Ultimate Engagement Platform**



# Helping you win customer's hearts and minds

In today's competitive landscape, engagement is paramount for businesses. Engaging with customers can lead to a significant boost in sales, bring in invaluable feedback, helping companies fine-tune their offerings. Strong engagement reduces churn and cultivates word-of-mouth, hence expanding the market share. Companies are pouring resources into agencies and tools to enhance customer engagement. . The global CX Management market reached USD 8.79 billion in 2021 and is expected to grow 18.1% every year from 2022 to 2030, as per [Customer Experience Management Market Size Report 2030](#).

That's where our Digital Experience Platform – X, comes in. X's comprehensive suite of offerings is a one-stop destination for companies seeking 360-degree engagement. Whether you're a B2B powerhouse or a dynamic B2C enterprise, our platform is designed to supercharge your engagement efforts, propelling your business towards unparalleled success.

Personalize content, offers and promotions to **drive higher brand efficacy** for consumers

01

Extend and grab new market segments based on **actionable data-driven insights**

02

Orchestrate and run a **one-stop shop** across different technologies and different consumption channels

06

## Your success is our goal

Helping customers achieve success using tools and technologies that enable a holistic, contextual and in-the-moment engagement.

Augment systems to improve **operational efficiencies**, reduce cycle time and maintenance costs

03

Digitally transform the technology ecosystem to leverage the benefits of **next-gen innovations like Gen AI and XR**

05

Retain existing customer segments, and increase their **lifetime value** to convert them into brand-loyal fans

04

# Our ultimate engagement platform

At HCLTech, we are constantly innovating to deliver exceptional experiences that delight our customers at every touchpoint. X, our composable, cloud-native platform, enables brands to adopt, define, and design end-to-end content-to-commerce advocacy experiences for consumers and beyond.

## Know what sets us apart



### Personalization and Engagement

X provides data-driven insights into customer preferences and behaviors and helps you deliver personalized experiences across channels with its out-of-the-box engagement components



### Content Publishing

X orchestrates unforgettable digital experiences across touch-points in the customer lifecycle. Its user-friendly experience layer has a library of SEO-enabled prebuilt components which helps you effortlessly create and distribute engaging content



### Loyalty and Rewards Management

X enhances customer loyalty with its rewards management module which helps foster strong connections with your brand



### Communities and Forums

With X's rich and engaging community and forum modules, you can build customer communities, digital events and competitions for both B2B and B2B2C businesses



### Business Reporting and Intelligence

X comes with AI capabilities which consolidates actionable insights into smart dashboards for effective business reporting and intelligence



### Commerce

With X, empower your brand with commerce capabilities to convert and monetize your customers effectively



### Predictive Analytics

X helps you predict customers actions using analytics and convert them into brand-loyal fans by feeding valuable insights back into the system







## Benefits delivered

An all-in-one platform that orchestrates **seamless user experience** with best-in-class data platform at the back



A robust **composable platform** that prevents hassles of **product lock-in** hence democratizing technology options

**Low TCO** (Total Cost of Ownership) and ready-to-deploy engagement features that drive loyalty, increase revenue, lower interaction costs and enhance resource effectiveness



Ready-made library of pre-built components and templates leading into ~50% reduction in **time to market**

A **scalable**, and **open-source platform**, compliant to geo-specific GRC (Governance, Risk, and Compliance) guidelines

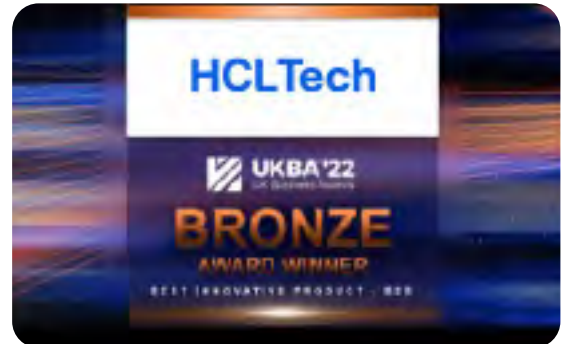


# Your trustworthy choice: Our award-winning platform

## UK Business Awards 2022



Gold – Best Use of Technology



Bronze – Best Innovative Product – B2B

## Engage Awards 2022

### Highly Commended (Runners Up)

- Best Use of Technology in Customer Engagement

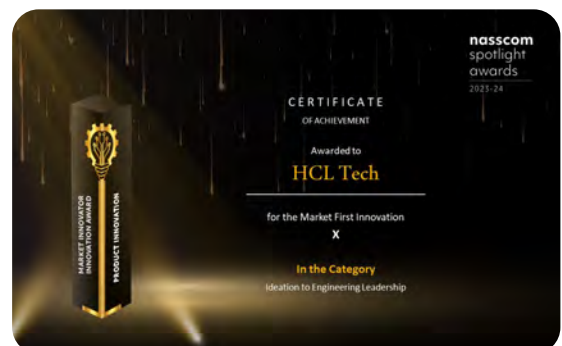
### Highly Commended (Runners Up)

- Best Use of Innovation in Customer Engagement



## NASSCOM Spotlight Awards

### For Product Innovation | Market First Innovation



## Would you like to experience X? Contact us for a demo

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# HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 223,400+ people across 60 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 June 2023 totaled \$12.8 billion. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com)

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