ENVISIONING RETAIL TRANSFORMATION with HCL

Obtain more customer insights and value from your data by unifying data sources across the shopper journey to create a holistic view of the customer.

Transform the shopping experience through data analytics and new store technology to build stronger relationships with your customers across all touchpoints.

Create an agile, resilient, and sustainable supply chain by connecting data across your ecosystem to identify issues and optimize performance.

Unified Commerce

- Connect digital, in-store, and back-office operations, and expand as business needs grow
- Connect physical and digital storefronts via a single view of inventory, data, and transactions
- Facilitate customers in their buying journey across all channels

Real Time Personalization

- Upsell across all channels with relevant recommendations targeted at the individual shopper
- Suggest complimentary products based not just on item description but how pieces work together providing a better consumer experience
- Understand customer's intent during a search

Shopper & Operations Analytics

- Helps by providing an intelligent view of the customer informed by AI.
- Monitor and interpret online engagement with heatmaps, high-definition anonymized recordings.
- Maximize the value of your data by unifying data integration, warehousing, and analytics

Seamless Customer Service

- Tailor customer engagement and ensure timely, relevant support when issues arise
- Use intelligent chatbots to resolve common issues and free up live agents to manage complex problems
- Proactively address emerging issues via insights supported solution

Flexible Fulfillment

- Delight customers by streamlining curbside pickup and buy-online-pickup-in-store, and shipping options
- Empower your customers with real-time inventory and order status so they have perfect visibility
- Gain greater control of the entire order lifecycle using customizable, integrated dashboards

POWER OBJECTS | **HCL**
An HCL Technologies Company

MICROSOFT GLOBAL PARTNER OF THE YEAR
2021 FINALIST
Dynamics 365 Marketing

MICROSOFT GLOBAL PARTNER OF THE YEAR
2021 FINALIST
Dynamics 365 Sales

Why HCL-PowerObjects?

Our experts implement and customize Microsoft's trusted and integrated cloud capabilities to empower your teams to deliver consistently with excellence. This is accomplished by coordinating retail frontline workers through collaboration, automation, and workflow efficiencies while simultaneously generating insights that improve customer loyalty through predictive assessments and proactive planning.

Ready to get started? So are we!

Connect with our team!.

Contact
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