

# ADvantage Experience for Hi-Tech

Integrated experience solution to drive engagement & enablement

The HCL Technologies ADvantage Experience for Hi-Tech solution is a partner/customer engagement platform that can be hosted by hi-tech enterprises encompassing both B2B and B2C interactions. The solution addresses customer engagement across the entire customer lifecycle, right from awareness creation to advocacy. The solution provides a holistic customer experience, while also being personalized, collaborative and omni-channel enabled. Integration with enterprise systems such as CRM, unifying enterprise systems, the solution provides a holistic customer experience, while also being omni-channel enabled. The solution is built using our digital store(reusable component library) which can be extended for future use cases. The solution also includes major features such as UX and Code generation, site on-boarding , devops orchestration and migration capabilities.



## ADvantage Experience for Hi-Tech is a technology solution that provides:

- Higher partner & user engagement and retention
- Shared business goals leading to better results
  - Effective lead management
  - Improved sales cycle
- Better monitoring of partner performance

### Capabilities

- CRM & Lead Management
- Multi Channel Marketing
- Headless Commerce
- Personalization
- Analytics & Reporting
- Migration & Rollouts
- Virtual Assistant
- Onboarding

### B2B and B2C Use Cases

- Self-Service & Account Management
- Partner & Customer Onboarding
- Loyalty & Alliance
- Product Information Management
- Training & Knowledge Management
- Service Requests & Contact Centre
- Store & Order Management
- Dashboards & Alerts
- Lead Management & Nurturing

### Benefits

- Faster Go to Market
- Actionable Customer Insights
- Better Partner, Customer engagement
- Higher Partner & Customer Retention
- Increased Lead Conversion & sales Ratio
- Improved sales cycle
- Increased Brand Awareness
- Better Engineering quality and processes

**30%-70%**

Reduction in Development Time

**25%-30%**

Optimization in rollouts and on-boarding

**25%-40%**

Cost saving through reusable components

**~30%**

Efficiency in Marketing Activation

### LEARN MORE

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