

HCLSoftware

HCL BigFix AEX enables superior user experience and customer satisfaction

A global FMCG giant enhances end user experience to improve business outcomes

HCL **BigFix AEX**

The client

Our client is a \$25B American multinational snack food company with a presence in over 150 countries and offices factories and research and development facilities spread in more than 80 countries. The company is looking to boost revenue by adopting a globally oriented local-first commercial approach with a stated focus on volume-driven, profitable growth.



Industry challenges

In recent years, digital technologies have come to re-shape the Fast-Moving Consumer Goods (FMCG) business and operations model. While the technologies is helping the large FMCG players make new global inroads, the following salient challenges arise:



Market coverage and consumer loyalties are becoming increasingly volatile.



With rising focus on consumer experience and omnichannel support becoming the norm, service teams are under extreme pressure to offer round-the-clock support that the customers truly value.



Empowered by digitization, segment's local, smaller manufacturers and retailers are joining forces, increasing the competition.



The availability of goods and their prompt doorstep delivery necessitate the reimagination of the traditionally siloed value chain ecosystem comprising suppliers, distributors, delivery partners and other business vendors.

The problem statement

Our client was looking to increase revenues by improving and automating business processes for their worldwide channel organization. The cornerstone of this change was its decision to deploy a Cognitive Virtual Assistant (CVA) to provide a human-like experience, intelligently onboarding new partners, resolving incidents and automating manual tasks without leaving the chat window.

Our client was moving to a globally oriented, local-first commercial approach to drive new revenues with a stated focus on delivering volume-driven, profitable growth. To do so, it chose to provide its customers with an intelligent virtual assistant with human-like qualities that would increase adoption and productivity and deliver a consistently superior user experience.

The company was looking to:

- Resolve and meet customer expectations within an interactive environment over a single call or interaction.
- Reduce turnover rates and operating costs due to live chat, email and time-consuming phone support.
- Bring down the high volume of never-ending, never-decreasing repetitive, manually implemented tickets.
- Limit the culture of manual issue resolution.
- Foster the collection of institutional knowledge and the sharing of best practices.
- Address the moving target of 'next- generation' consumer market needs through continuous evolution.



The solution

For improved business outcomes and accelerated time-to-value, our client required state-of-the-art virtual assistance (VA) platform that could, without any human intervention, among other things:



Onboard new partners seamlessly



Keep customers engaged satisfactorily



Increase employee productivity

Why HCL **BigFix AEX**?

The client chose BigFix AEX as this intuitive conversational-AI platform leverages enterprise-grade Artificial Intelligence (AI) and Machine Learning (ML) to enhance user experience. The product mimics human-like interactions to offer accurate, empathetic and context-driven assistance that goes beyond off-the-peg responses from traditional chatbots and VAs. With BigFix AEX, the client was able to leverage:



Agile and prompt user issue resolution



Cost-effective scaling of service and support



Omnichannel interaction capabilities



Multilingual user support



Real-time interactions and assistance with 24x7 availability

Implementation

BigFix AEX was implemented as part of our client's Digital Strategy and User First portfolio of tools aimed at transforming the user experience in Europe, the Middle East and Africa (EMEA), Latin America (LA), North America (NA) and United Kingdom (UK) regions. BigFix AEX trained on 140+ use cases covering IT and procurement domains within a few weeks of deployment.

Benefits

Our client experienced impressive results with BigFix AEX, such as:

60%

Improved service level agreement (SLA) adoption rates with 60% repeat users

88%

increment in first call resolution (FCR)

98%

improvement in customer satisfaction (CSAT)

Zero

wait time and improved response efficiency

4000+

Effort worth 4000+ man-hours saved

24x7

Real-time support and service with 24x7 availability



HCL BigFix AEX

HCL BigFix AEX is a part of the Autonomous Endpoint Management pillar under the HCLSoftware Intelligent Operations ecosystem. It is a Generative AI-driven agent assist solution that offers intelligent self-service support, comprehends employee requests, and perpetually refines its responses for enhanced employee experience. It is designed to revolutionize enterprise service operations. BigFix AEX's intelligence approach empowers organizations to deliver exceptional support experiences, streamline operations, and increase overall productivity.

To learn more about BigFix AEX, [contact us](#)

About HCLSoftware:

HCLSoftware, a division of HCLTech, develops, markets, sells, and supports software for Business Solutions, Intelligent Operations, Total Experience, Data & Analytics and Cybersecurity. HCLSoftware is the cloud-native solution factory for enterprise software and powers millions of apps at more than 20,000 organizations, including more than half of the Fortune 1000 and Global 2000 companies. HCLSoftware's mission is to drive ultimate customer success through relentless product innovation.