

HCLSoftware

Differentiate through Service Excellence



HCL Aftermarket Cloud

Why you need service excellence as a brand differentiator

The aftersales journey is no longer a linear path. It's a web of touchpoints that span physical and digital realms. Customers no longer seek simple functional repairs. Rather, they look for experiences that resonate with their digital-first lifestyles. To thrive in this new era, businesses cannot afford to cling to the manual, reactive, traditional approach towards the aftermarket. The winds of change demand a digital transformation – a fundamental shift in how after-sales service is conceived, delivered, and experienced. This transformation is the lifeblood of the Digital+ economy.

If you are a business providing aftermarket services, service excellence is the key to achieving business growth.



The huge potential of aftermarket services



The service and parts department contributes a significant **49.6%** of a dealership's gross profit



High-performing OEMs have **80%+** of their install base under a service contract



Average operating margins in the aftermarket are **2.5 times** that of new product sales



58% of service leaders are focused on leading service revenue growth or driving service as a profit center



Many OEMs generate **40%–50%** of their margins from aftermarket services



Challenges faced by the aftermarket industry

For a sector burgeoning with immense potential, the aftermarket industry is plagued by many challenges. Here are some of the most prominent obstacles:

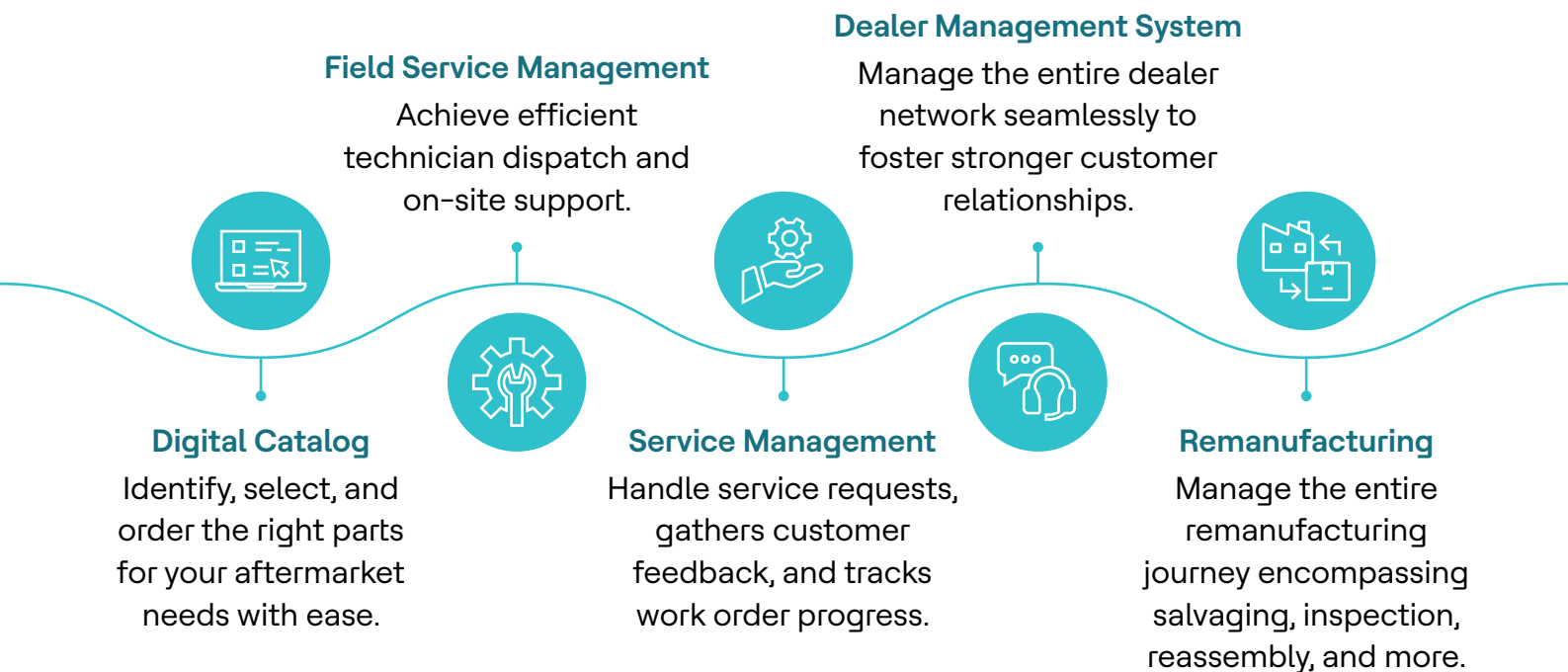
- Complex supply chain
- Counterfeit parts
- Operational inefficiencies and failed assemblies
- Challenging and changing compliances
- Complex maintenance schedules
- Revenue leakages in sales and post-sales cycle
- Unavailability or scarcity of skilled technicians
- Complicated warranty and liability management

To successfully deliver customer experiences that drive growth, businesses like yours need an innovative and comprehensive solution like HCL Aftermarket Cloud.

HCL Aftermarket Cloud

In a global Digital+ ecosystem where exceptional customer experiences are increasingly becoming the norm, HCL Aftermarket Cloud serves as a comprehensive solution for end-to-end aftermarket functions.

Core Capabilities of HCL Aftermarket Cloud



How HCL Aftermarket Cloud Benefits Organizations



Streamlined Service Value Chain

- ✓ Enhanced product visibility, minimized stock outs and enhanced collaboration
- ✓ Optimized service operations with job cards, invoicing, warranty management, maintenance contracts, SLA compliance and service history



Enhanced Customer Experiences

- ✓ Improved response time and resolution time
- ✓ Reduced search times and highly accurate part orders
- ✓ Direct customer interactions and feedback
- ✓ Enhanced product uptime and extended product life



Revenue Growth

- ✓ Exceptional revenue leakage control by identifying fast and slow moving inventory and avoiding stockouts and excess inventory
- ✓ Automated warranty lifecycle management
- ✓ Exploring new service models and upsell opportunities

Manage Your Parts Efficiently & Effectively With Digital Catalog (DC)

Creating, maintaining, and updating a comprehensive list of aftermarket parts is an exhausting task. Printing and updating physical catalogs can be time-consuming and costly for manufacturers, requiring constant rework and hassle. A digital catalog is a comprehensive online document that exhibits your products or services along with all essential data.

Here's how a digital catalog solves the problem of effective parts management:



Reduce order errors by bringing product and documentation information together



Deliver accurate information so buyers can order the right parts the first time



Enhance buying experience by enabling interactions with assembly using 2D and 3D illustrations

“

Parts maintenance, service document, electric diagram, supersession—
everything can be found in one place just by one simple search.

”



Success Story: European Manufacturer Transform Their Business With Digital Catalog

HCL Aftermarket Cloud helped a European company manufacturing construction and mining equipment create a completely digitized parts catalog, thus reducing time-to-order and achieving seamless ERP integration for real-time information display.

The Results



80% time saved in placing parts order



90% reduction in parts-related enquiry calls to customer support

To learn more about this success story, follow the link here. <https://www.hcl-software.com/resources/stories/aftermarket-cloud-construction>



The order revision upload process has drastically improved, saving us time and effort. The uploaded data is immediately available for customer access.



Maximize Customer Satisfaction and Field Technician Productivity With Field Service Management (FSM)

For OEMs in the aftermarket sector, manual validation of service requests and ineffective tracking of field engineers stand as critical challenges.

The FSM solution improves OEMs' service management by:



Efficient technician dispatch and on-site support, precision maintenance and scheduling service delivery for repairs



Empowering organizations with the required information, tools, and spare parts to solve customer issues instantly



Thanks to the Field Service Management capability of the HCL Aftermarket Cloud, we achieved 100% utilization of field engineer resources and gained strategic focus on revenue realization.



Success Story: Multinational OEM Achieves Optimized Operations With FSM

This leading organization faced obstacles in delivering after-sales field service support in emerging markets like India, where service management varied and critical processes were predominantly manual.

HCL Aftermarket Cloud provided the ideal capabilities to resolve the organization's challenges:

- ✓ Complete service history, asset relationship, and interdependencies, to take accurate actions
- ✓ Consistency in after-sales operations and improved field service business outcomes
- ✓ End-to-end tracking of the field service workflow
- ✓ 100% utilization of field engineer resources

The Results

57% increase in service revenue



125% improvement in onsite machine utilization

If you want to delve deeper into this fascinating journey, follow the link here.

<https://www.hcl-software.com/resources/stories/aftermarket-cloud-fsm-offhighway>

Optimized End-To-End Aftermarket Services With Service Management (SM)

In the aftermarket industry, inefficient resource allocations, poor service planning and a lack of real-time visibility into job progress can greatly hamper customer experiences. To tackle these issues, businesses need to embrace a Service Management solution to:



Expertly integrate the DMS, digital catalog, FMS, remanufacturing, and 3rd party ERP applications to streamline organizational workflows



Allow expert management of the aftermarket service business, completely in-house



Achieving targets such as managing

10+

workshops across a region, gaining visibility into critical service information, managing

3000+

job cards a day, and preventing revenue leakage requires significant effort.



91,000+

parts digitized for faster ordering and better accuracy



Success Story: Leading Bus Manufacturer Modernizes Their Service Management Capability

For even the biggest industry players, overcoming legacy systems and tedious manual processes is challenging. HCL Aftermarket Cloud helped manufacturers by providing comprehensive service management solutions. Here are the key highlights of this partnership:

- ✓ Highly intuitive digital catalog with integrated visuals and clickable parts
- ✓ Sophisticated KPI dashboards for every user type, such as work order queues, part sales volume by type, warranty claims, and more
- ✓ Authoring Module to easily configure and customize catalog
- ✓ Viewing Module for seamless customer ordering
- ✓ Inventory turnover monitoring
- ✓ Standardized warranty claim process

The Results



35% increase in resource utilization



98% reduction in pending claims within two quarters

For more details on this transformation, click the link here. ask.aftermarketcloud@hcl.com

Forge Strong Customer Relationships with Dealer Management System (DMS)

Delivering an easy and convenient customer experience in the aftermarket business requires active cooperation and role fulfillment from the entire dealer network, including planning, executing and monitoring spare parts, services, and sales (SSS) across the value chain.

To manage this requirement, a Dealer Management System (DMS) is critical.

These are the key advantages of a sophisticated DMS:

- ✓ Manage entire dealer networks, strengthening partnerships and collaboration
- ✓ Suspect to Prospect, Prospect to Customer with lost analysis and competitor analysis, including complete activity of the sales team
- ✓ Achieve complete visibility into customer product status, warranty information, contract feasibility, and asset history
- ✓ Streamline all processes for sales, purchases, parts, services, rental, and leasing

Impact of DMS Implementation:



35% increase in resource utilization



98% reduction in pending warranty claims within two quarters



1400+ dealers onboarded to one platform

With 58000+ installed bases serviced, 470,000+ sold parts and services, and 1.1 million service orders fulfilled, DMS has played a pivotal role in managing entire dealer networks, strengthening partnerships and promoting collaboration.



Accelerate to a Sustainable Economy With Remanufacturing (REMAN)

The aftermarket industry is uniquely positioned to accelerate businesses towards a sustainable economy.

However, businesses in the aftermarket sector suffer from inefficiencies and errors that lead to improper utilization of materials and longer turnaround times. Remanufacturing plays a pivotal role in accelerating an organization's journey to sustainability.

Here are the key highlights and benefits of REMAN:

- ✓ Extend the life of components, reduce waste, and offer a cost-effective alternative to purchasing new parts
- ✓ Enable intelligent allocation of salvaged parts based on age of remanufactured engines
- ✓ Efficiently manage core components, materials, planning and tracking of inventory, receipts, and more

Potential Benefits of REMAN Implementation:

21% YoY increase in shipped REMAN engines

Reduction in human errors by **90%**

REMAN propels the idea of **"rebuild, recover and reuse"** to extend the product life cycle, reduce waste and accelerate your journey to sustainability.

Why choose HCL Aftermarket Cloud?

With capabilities that encompass every aspect of the aftermarket, HCL provides unique solutions tailor-made to address your business challenges.

Moreover, HCL Aftermarket Cloud allows businesses to leverage cross-functional transformation to double their aftermarket lifetime value



Deliver accurate information so buyers can always order the right parts



Achieve unparalleled visibility across the value chain



Solve critical customer issues without hassle



Gain higher uptime, reduced errors, and enhanced customer satisfaction



Manage entire dealer networks, strengthening partnerships and collaboration



Achieve sustainability goals by rebuilding, recovering, and reusing parts

Success in numbers



150+ Successful Digital Transformation Projects



80% Faster Order Revision Time



22% Higher Remanufacturing Production



34% Faster Resolution Time



1400+ Dealers activated and unified



57% Higher Realized Service Revenues



15% Less Maintenance Costs



Implementation and Support

To ensure successful adoption and lasting progress, HCL provides support and training resources to all customers. Better yet, HCL's team of experts offers free, 100% personalized consulting services to help organizations take their aftermarket business to the next level.

With the power of HCL Aftermarket Cloud, you can stand out and stay ahead in today's highly competitive modern business landscape. Embrace the platform's potential to achieve service excellence, drive great customer experiences, and foster loyalty.

HCLSoftware

Fueling the Digital+ Economy

[Learn more](#)



About HCLSoftware

HCLSoftware is a division of HCLTech (HCL) that operates its primary software business. It develops, markets, sells, and supports over 30 product families in the areas of Digital Transformation, Data Analytics & Insights, AI and Automation, and Enterprise Security. HCLSoftware has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products.