

# HCLSoftware

## HCL Discover

Turn Online Customer Behavior  
Into Actionable Insights



HCL Discover

**HCL Discover** provides behavioral insight into the online user journey, allowing you to deliver the kind of optimized experience that improves conversion and makes users want to visit again.

**Rich Behavior Insights:**

Ability to capture and analyze behavioural data to improve user experience, deliver engagement analytics and reduce time to ROI.

**Business Impact Analytics:**

Leverage user shopping data and site analytics to detect customer behaviour changes, reveal revenue enhancement opportunities and understand true business impact.

**Struggle Resolution:**

Identify pain points, leverage in-session messaging and activate marketing recovery campaigns in real-time.

**Deep visibility into the user experience:**

Understand how your users navigate through their online journey by using session replay to visualize their actual experience.

**Quickly diagnose and resolve customer struggle:**

Gain clarity on where your users struggle, identify patterns and pro-actively address issues before amplification.

**Reporting based on contextual data:**

Provide context to errors and events within your user experience through session replay and develop data segmentation reports, revealing why struggle has occurred.

**Flexible segmentation of data:**

Segment and filter audiences on multiple data points enabling you to engage with individuals or segments who have experienced the same journey.

**Quantify business impact & opportunities:**

Explore and uncover opportunities to improve conversion, retention, revenue generation and brand perception.

**Real time, event-based messaging:**

Enhance personalization and targeting by leveraging behavioral data for real time in-session updates and marketing campaigns.



Real **HCL Discover** empowers your CX team to perform quantitative and qualitative analysis that helps you

Protect your brand	Eliminate customer experience friction
Reduce customer service burden	Detect and prevent fraud
Minimize IT dependencies	Support for both B2B, and B2C and B2B2C

**Single source of behavior data**



**Capture real-time digital interactions**

Understand where site visitors are in the digital customer journey, what information or interaction they need next, and what real-time barriers stand in their way.



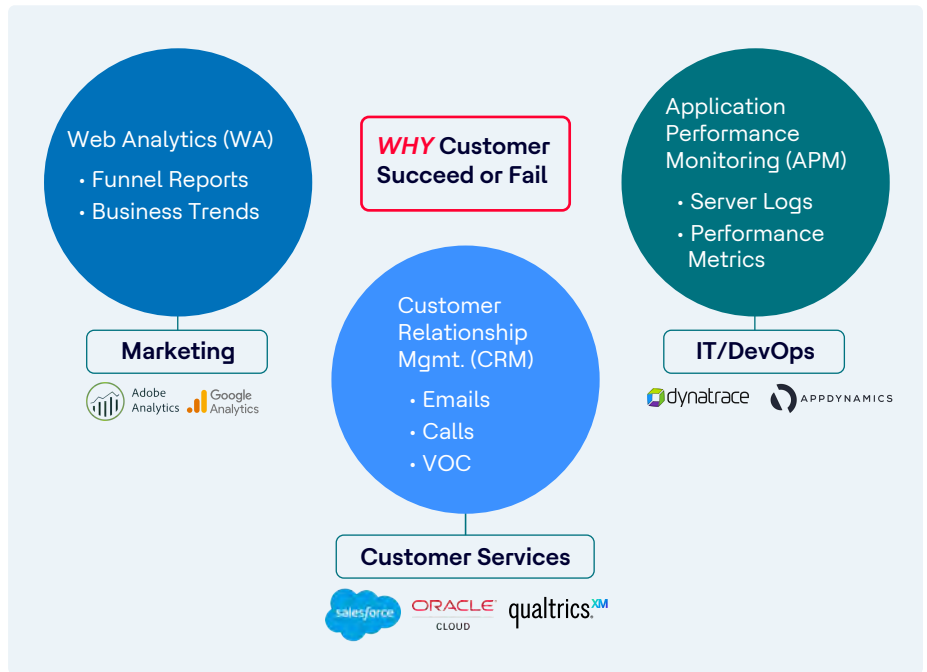
**Index, analyze, and surface insights**

**HCL Discover's** eventing engine provides qualitative and quantitative analysis of behavioral data insights to give you concrete, user-generated data that can inform predictions of intent for websites, mobile apps, and digital portals.

# Securing the Digital+ economy

## Customer Digital Experience Gap

To remain competitive, businesses need a complete view of the customer experience and the drivers behind engagement, satisfaction, feedback, and behavior throughout the customer journey.

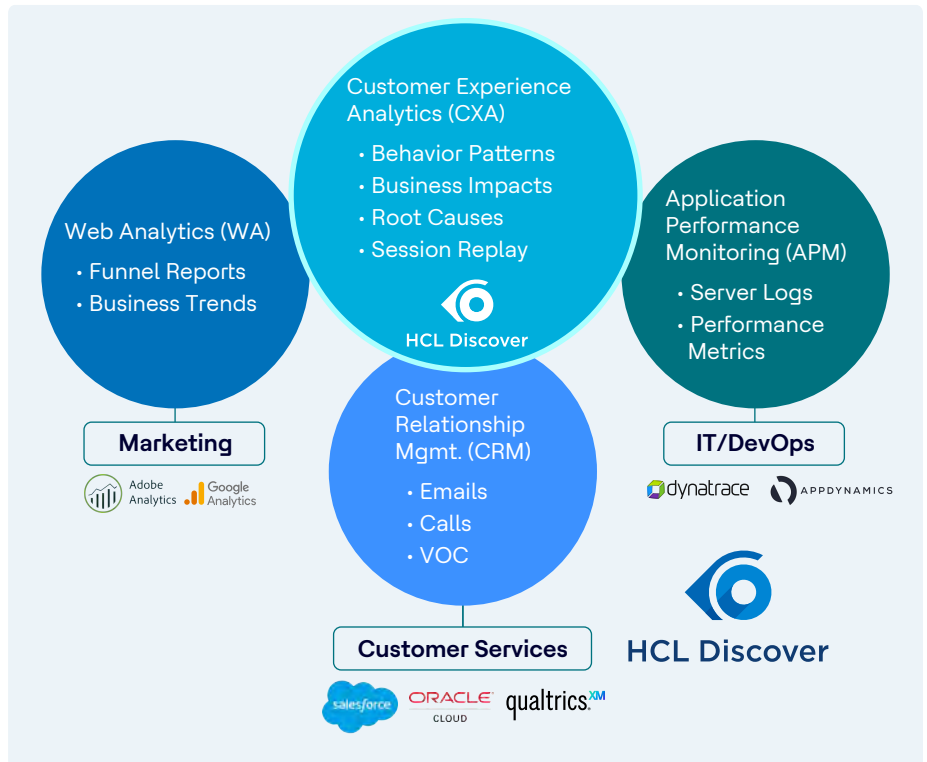


## HCL Discover Fills in the Digital Experience Gap

We empower our customers to build exceptional digital customer experiences that differentiate their brand, engage their customers and convert more site visitors by finding hidden digital insights.

## Summary

HCL Discover provides behavioral insight into the online user journey, allowing you to deliver an optimized experience that improves conversion and makes users want to visit again. Detect user friction points and frustration, and quantify the impact of those struggles using real business metrics.



About HCLSoftware  
HCLSoftware develops, markets, sells, and supports product families in the areas of Digital Transformation, Data, Analytics & Insights, AI & Automation and Enterprise Security platforms. 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 with its IT investments through relentless product innovation.

**HCLSoftware**