

HCLSoftware

Digital Catalog

Delivering a seamless
customer experience



HCL Aftermarket Cloud

McKinsey research shows **83%** of aftermarket customers expect personalized experiences when procuring parts. The product information management market grows from **4.47** billion USD to **20.66** billion USD by 2032. As IDC states, *"Product information management has become a cornerstone of digital commerce, enabling brands to deliver the rich, accurate, and engaging product content that modern buyers demand"*

The Challenges

- Heavy, offline, unwieldy manuals unable to fully represent a diverse product range
- Inability to accommodate dynamic part changes in inflexible manuals
- No visibility into parts, pricing and stock availability

These challenges together translated to subpar customer experiences
The company recognized they needed a better solution

Maintaining an Aftermarket Advantage

Digitizing catalogs integrates products with technical content, simplifying the buying process and elevating customer experience. It can provide:

- ✓ **Efficient Component Discovery:** Quickly find the right parts in our catalog
- ✓ **Improved Profitability:** Lower technician enablement costs and reduced support inquiries
- ✓ **Real-time Updates:** Access current data instantly, ensuring accurate orders and service
- ✓ **Environmental Responsibility:** Minimize printed catalogs, reduce parts waste and support sustainable practices



80% faster order revision time



4x increase in online spare parts orders



These translate into



90% reduction in inquiries to parts helpdesk

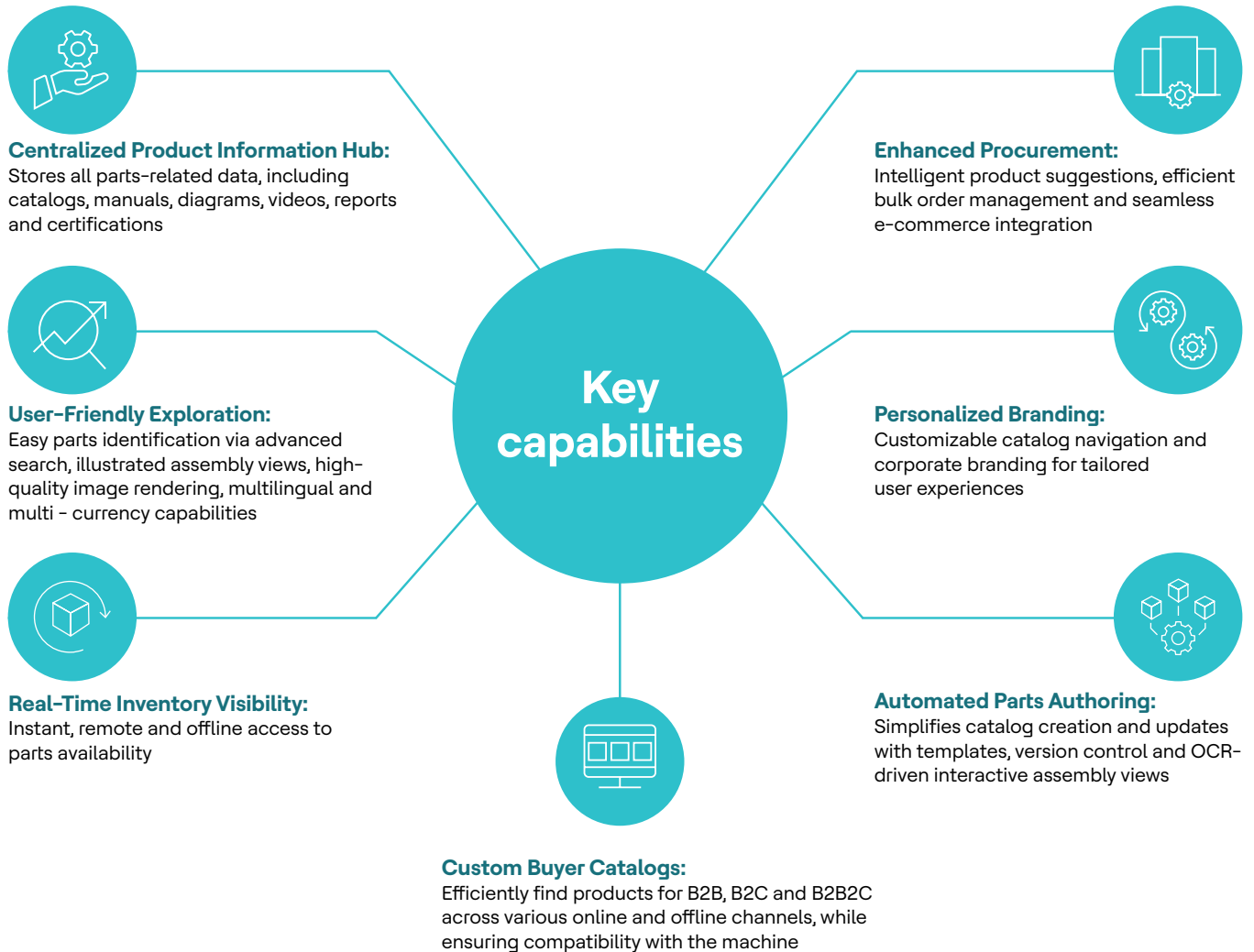


4 million digitized parts for faster ordering and better accuracy

An up-to-date parts catalog will help companies provide a streamlined and simplified buying experience to gain that crucial aftermarket advantage

Digital Catalog: The Answer to These Challenges

As an online resource that presents your products and services, a digital catalog aids dealerships in monitoring parts usage, logging files and offering insights into slow-moving inventory. The platform also integrates with inventory management systems to minimize the risk of stock shortages and revenue loss by restocking parts according to consumption trends



Using HCL Aftermarket Cloud Digital Catalog, the European construction equipment company transformed their business – streamlining parts planning, order management and selling parts globally all through one platform

- ✓ Improved customer satisfaction score
- ✓ **80%** reduction in time-to-order
- ✓ Swift deployment in 4 months
- ✓ Single platform handling multi geographies, multi brands, multi products, model-based, order-based and serial-based catalogs
- ✓ Real time visibility into pricing and campaigns
- ✓ Over **1000+** users onboard
- ✓ Standardization and digitization of **30000+** parts data and **2000+** drawings
- ✓ Creation of **30+** model catalogs, with significant reduction in publishing time

This transformation helped them stay ahead of their competition

More Success Stories

Industrial Machinery Company Centralizing Their Product data

A leading robots manufacturer renowned for its advanced motion control and automation solutions confronted a critical challenge. Vital information, including part specifications, model identifiers, and assembly instructions was buried within distinct model-specific PDFs, leading to system inefficiencies and inaccuracies

The Solution:

HCL Aftermarket Cloud Digital Catalog devised a user-friendly cloud-based platform, unifying all product model data, accessible with a few simple clicks

Benefits



90% fewer inquiry calls



Quick **5-month** deployment



175+ users onboarded



1200+ drawings digitized,
600+ standardized



200+ model catalogs created



27,000+ parts data digitized

Leading Bus Manufacturers Revamped Their Legacy System

Prominent North American bus manufacturers faced challenges in improving service network visibility, resolving revenue leakage and improving scalability because they worked with outdated legacy systems for parts catalog management

The Solution:

HCL Software transformed legacy data into a Digital Catalog for two of the companies. In just 14 months, we developed an intuitive system with Authoring and Viewing Modules, migrating data, streamlining inquiries and enabling quick, accurate orders with integrated visuals

Benefits



Significantly faster catalog publishing



Improved customer and dealer satisfaction



Lower cost of distributing catalogs



Lesser errors in order-placing



Industry-first recognition to provide online catalog which led to lot more won orders

Why Choose HCL Aftermarket Cloud?

HCL Aftermarket Cloud is our end-to-end cloud-based solution that addresses all aftermarket needs, including digital catalog, service & field service management, dealer management, and remanufacturing

We Possess Extensive Expertise in:



Proficient Inventory Planning and Service Performance Monitoring



Transformation of Maintenance Practices



Service Network Synchronization



Aftermarket Audit to Gain Competitive Leadership

Our Impressive Track Record:

150+ successful Digital Transformation Projects



32 years+ of aftermarket domain expertise



500,000+ parts ordered through our platform



1.1 M work orders fulfilled through our platform



57,000+ serviced assets through our platform



HCL Aftermarket Cloud

Digital Catalog

Seamless parts discovery. Zero delays.
Elevated customer experience.



+91-94490 53553

sales@questinformatics.com

Learn more about [Digital Catalog](#)