

HCL | Diamond Winner

Capitalizing on Marketing's New Tools and Technologies

HCL Innovation Garage VR

PROBLEM STATEMENTS

1) Customers who visited the Noida campus as part of the purchase cycle could not experience the Innovation Garage in Chennai due to their tight schedules. 2) Garage experts were spending upwards of 1,680 hours per person each year to execute domestic/international visits to present HCL capabilities. 3) Sales executives often used PPTs to give a walkthrough, leading to inconsistent/jargon-filled presentations.

THE SOLUTION

Industry experts validated the use case of VR.

Target Audience:

Geographic: Sixty-one percent of customers/buyers visit HCL's office in Noida (60% US, 35% Europe, and 5% RoW), with 39% in other locations (North Carolina, Sunny Vale, Texas, London, Stockholm, Chennai, Bengaluru, Sydney and Singapore City).

Demographic: C-level executives (15%), Director-level executives (40%), and SMEs (45%) with decision-making influence. Over 50% have non-technical backgrounds (marketing, finance, legal, etc.).

Psychographic: Visitors are generally on a tight schedule, so 59% typically spend just one day per visit and are unable to fly to Chennai during the same trip. Analysis showed that over 70% of customers wanted PPT presentations to be shorter, in less technical language, and more interactive.

Asset Creation:

Content Development: It took nine months of research, winning stakeholder confidence, getting budget, and selecting a vendor. A visit to the lab for RECCE influenced the decision to recreate part of it in a CG environment to enable interactivity. Two garage experts were chosen as presenters and VR script experts were hired to help prepare them.

Technologies Used: Developers leveraged Unity Game Engine (UGE) to build interactivity and Computer Graphic Interface (CGI) for the environment. The Watson suite of AI functions helped developers design in-built analytics (for the HTC Vive version of the VR) and to identify the most and least engaging parts of the entire experience.

Optimization:

The HTC Vive analysis and customer feedback are gathered to optimize the overall experience. Developed an App for easy access.

Asset Promotion:

Enablement/Launch: Created a storyline through teasers up to the launch. Invited employees to experience the VR at booths installed at various locations, and ran a contest through various channels to encourage bookings.

Below is the list of channels used for the campaigns and the performance criteria.

Channels Used:

Web: Customer-facing employees were educated on the VR technology and Innovation Garage VR through a microsite, and their experiences were captured on camera to share with other employees.

Intranet & Sales Portal: An intranet brought employees to the microsite, and banners were hosted on both channels with links back to the microsite.

App: The android version of the VR has been made available to all customer-facing teams across HCL using a secure app.

Video: Videos of people experiencing the VR were created and hosted on the microsite and shared through other channels.

E-mail: The initial email campaign included teasers to help create a buzz. After the launch, an email from the CTO was sent to the entire organization to encourage participation. Subsequent emails focused on promoting the VR booths.

Newsletter Inserts: Used to increase the outreach and predications.

Contest: Over 1,000 people participated in the “Share your Innovation Garage VR Story” contest to win prizes. Every employee using the HCL network could scan the QR code to participate in the campaign and the contest.

IGVR Experience Client Visit Request Form: Client-visit managers fill out feedback forms to help track visits and manage VR sessions.

IGVR Experience Client Feedback Form: Feedback forms are sent to visitors to capture their VR experience reviews to help optimize the overall experience.

Print: Posters and flyers were used to promote the VR booths installed at various campuses across the globe. All flyers and posters printed the QR code linked to the microsite.

Events: VR booths were set up to educate people on the VR technology and Innovation Garage. Special workshops for marketing, pre-sales, alliances, and product management groups were also conducted.

Dedicated VR Spaces: Ten key office locations and Customer Experience Centres have now been enabled with HTC Vive and VR headsets. For others, sales have been provided with an App to take customers through the VR using a headset.

BUSINESS RESULTS

Acquisition: Supported 55+ visits/meetings, ensuring consistent walkthroughs and influenced deals.

Engagement: Over 3,000 customer-facing employees have been educated on VR. 97% of customers who have gone through the VR tour have marked their experience as “Wow.”

Thought Leadership: A one-time investment has taken the Innovation Garage to all other HCL locations across the globe.

Cost saving: Helped the BU save significant travel costs as the Innovation Garage is executed in just 10-minutes with 3-minute interactivity embedded in the overall experience.