



**Simplify**

The New

**Accelerate**

The Shift

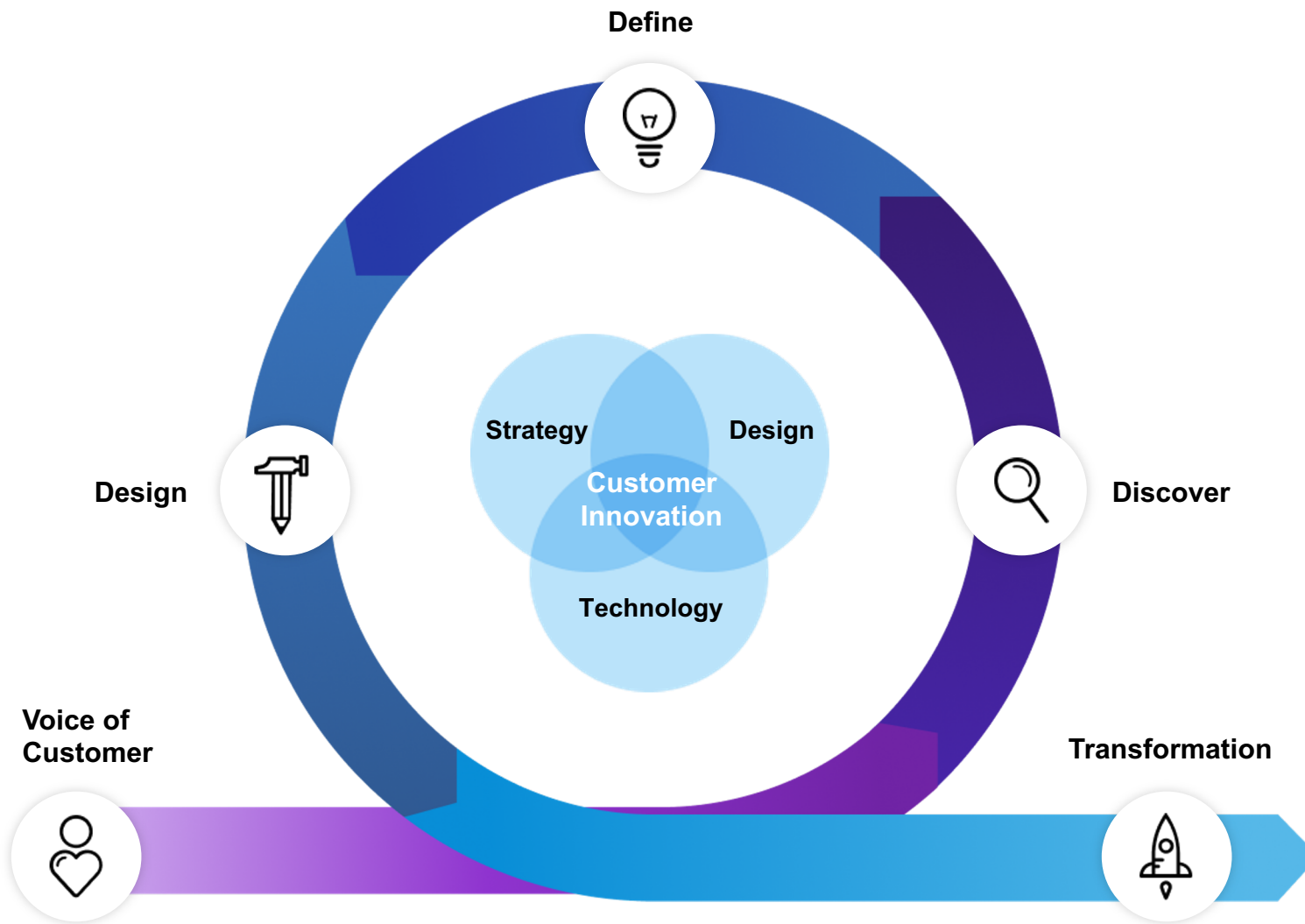
**Create**

What Matters



We **simplify** a client's transformation roadmap, **accelerate** their transition to the new, and enable them to **create** what matters.

# Simplify the New



**01**

## Innovate CX/WX

Cultivate experience-led innovations with Wipro's 40 digital pods and 500+ CX consultants

**02**

## Enhance Processes

Unify and innovate multi-function, multi-cloud processes with Wipro's Lead-to-Loyal frameworks

**03**

## Prioritize Solutions

Plan, predict, and measure the value of initiatives with Wipro's PURVUE to identify innovation ROI

# Simplify the New

## ENABLERS

### Customer Journey Engineering



Customer centric innovation of the product service experience through iterative, incremental activations

**Designit**<sup>®</sup> **R** **cooper** **syfte**  
a wipro company

### Lead to Loyal Process Frameworks



L1-L4 libraries paired with assets and accelerators to unify and innovate multi-cloud processes, enable customer 360, and increase worker productivity.

### Innovation Catalysts



40 Digital Pods, innovations centers, proto-labs, crowdsourcing and venture partners help Clients with ideation, rapid prototyping, solution innovation and risk-sharing innovation.

### **PURVUE**



Prioritize and drive actionable outcome-based solutions focused on the implementation, user experience, operational and financial success of your digital investments.

# Experiences

An American multinational medical technology company



## End-to-end service redesign to increase issue deflection by 60%

- **Designit** current state discovery and harmonized the future state facilitated in design pods and labs.
- **Salesforce practice** drove the technology transformation and delivery.
- **Wipro Digital** was the “face of the customer,” assisting with operational changes and policy harmonization.
- **OCM** led communication and training teams to enable a top-tier adoption.

An American multinational corporation software company



## Customer journey engineering to increase customer retention by 20%

**Designit** and **Salesforce Practice** conducted a 14 week engagement to define a customer success blueprint across experience, process, technology, and change to converge their cutting edge products with a marketing leading CX. Result is a 18 month roadmap & design predicting 20% increased customer retention & doubling cross-sell/up-sell opportunities

A Japanese multinational electrical engineering and software company



## Unify and streamline global processes to increase productivity by 17%

Conducted 400+ remote, multi-language process- transformation workshops and interviews, 25 personas and journey maps, 5 concept pilots, and other CX activities to harmonize key processes in sales, service, and marketing across the seven regions and four business lines. Planned outcomes include 5.5% increase in order intake, 15% increase in leads and 5% increase in product deals per customer site.

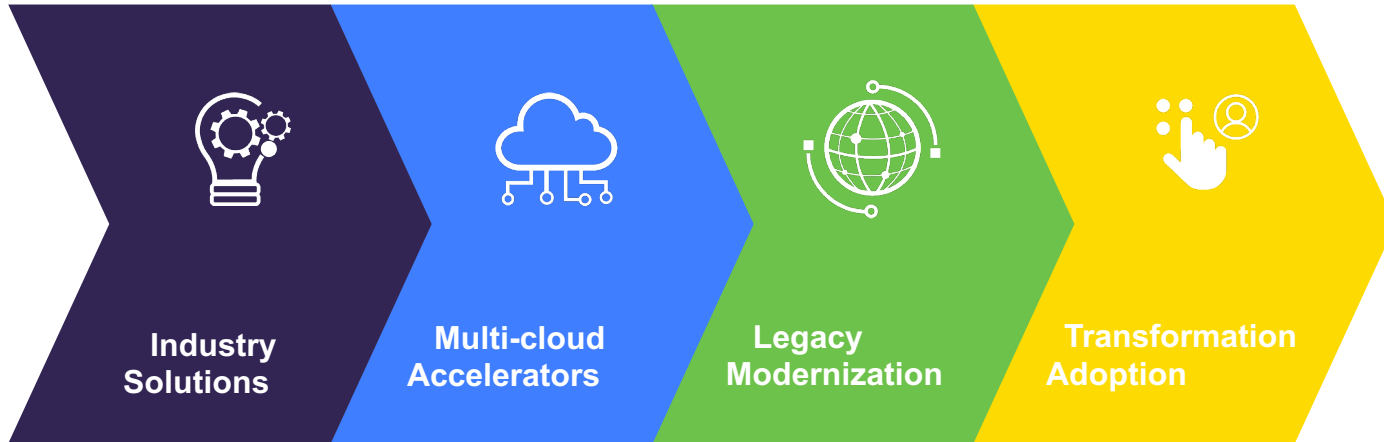
An American bank holding company and financial services corporation



## Prioritizing innovations with ROI reduced service call times an average of 7 seconds

After a three-year transformation effort by Wipro, our client wanted the ability to intelligently optimize new business functions. Wipro's PURVUE IP was enabled to prioritize and drive strategic decision-making with benchmarking and data visualization. Our client prioritized actionable outcome-based solutions focused on the predicted user experience, operational, and financial success of the solution.

# Accelerate the Shift



EXPERIENCE  
MATTERS

**01 Enable Industry Plays**  
Deep industry expertise at Wipro enhances Industry Clouds solutions and IP like Click-Shift-Drive

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**02 Modernize Applications**  
Connect processes and data front office to back office with Industry tailored Customer 360, Mulesoft and Wipro's cross platform expertise

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**03 Increase Adoption**  
Focus on people to guarantee greater change impact enabled with Wipro's Zero Touch Change

# Accelerate the Shift

## ENABLERS



### Industry Expertise & Solutions

Wipro's domain experts partner with Cloud architects to craft solutions to complex industry problems, such as: Click-Shift-Drive for MFG, Promise-2-Pay for ENU, and Investor Management for BFSI.



### Cross Platform, Multi-Cloud Expertise

Wipro's enterprise platform expertise seamlessly connects front-, mid- and back-office systems enhanced with industry tailored Customer 360 & Mulesoft data solutions



### Asset & Accelerators

Wipro's 2600 multi-cloud curated assets in CMC, Mulesoft SuperCharger API packages and 15 Industry tailored Lightning Bolts speed time to market. Recent assets are: Covid-19 Testing, Student Remote Onboarding and Medicare360 Payer Portals.



### Personalized OCM powered by AI

People-first approach to OCM enhanced with context-aware, personalized micro-learning enabled by data and AI.



whatfix



# Experiences

An American national bank

**72-hour PPP borrowing solution increased loan volume 740%**

*"We were able to be just a handful of top US banks that were able to deliver a fully digitized end to end PPP borrowing solution within 72 hours of the SBA guidance coming out to help business affected by Covid-19. We were able to take in 3.5 years worth of loan volume in just five months! While other banks struggled with getting Customers through the PPP process our front-end UI was winning praise for being user friendly - with incremental releases we also fully digitized SBA loans which reduced human errors by almost half and allowed us to do same day processing with the SBA." - Client*



A multinational electricity and gas utility company headquartered in London, England

**Award winning Customer 360 solution decreased inbound call center volume by 15%**

Earned 2020 Salesforce Innovation Award for MuleSoft by creating a Customer 360 unified, omni-channel self-service and call support experience across 2 continents, 5 SF clouds, and 8 subsidiary companies. Our solution reduced data duplication and established a single source of truth across the company. Self-service portal assists 650k unique weekly customers and has decreased inbound call center volume by 15%.



A Dutch multinational conglomerate corporation

**Cross-platform, omni-channel commerce increased "buy-now" interactions by 32%**

Wipro's cross platform expertise transformed the digital shopping experience for our client's customers. Our solution seamlessly fused SAP Commerce Cloud, Salesforce CRM (Sales, Service, Marketing), and Adobe Experience Manager integrated with back-office SAP systems to unite over 100 web shops into "one" fully responsive omnichannel website/platform covering marketing, sales, and care across 62 geographies in 38 languages, supporting 75,000 unique products and 3 million pages.



A Swedish multinational engineering company

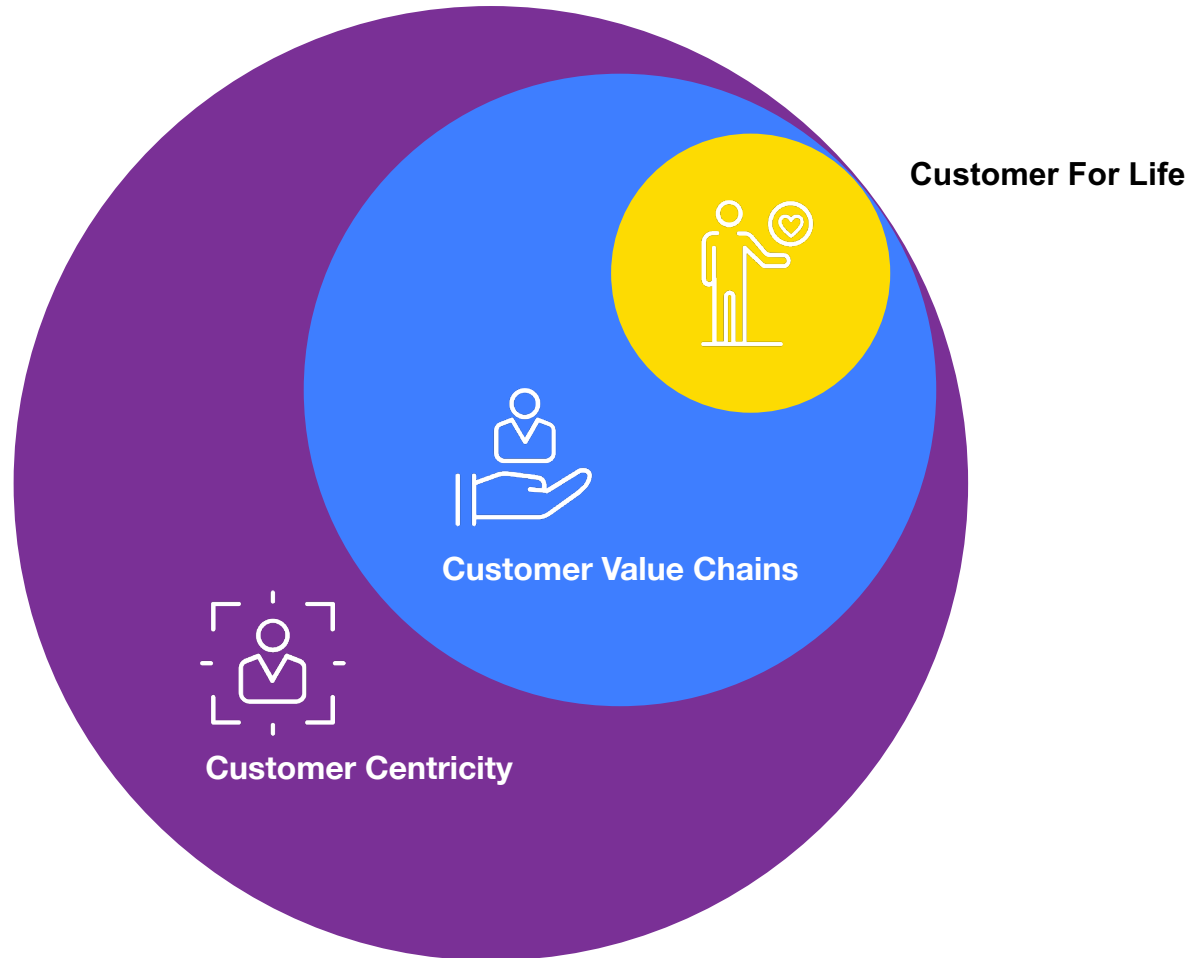
**Warranty Management Bolt with OCM accelerates time to value and adoption for 3,000 support staff**

Wipro's integrated, end-to-end warranty management solution simplifies the entire warranty lifecycle by automating processes for our client and enabling real-time access to all stakeholders in the warranty process - product management, sales, service, claims management and more. To ensure adoption across field support personnel, Wipro employed WhatFix's digital adoption tool to deliver contextual help and support on the job learning.





# Create What Matters



## 01 Know Your Customer

Understanding a customer's buying preferences and needs, then determining and correlating that with their spends and frequency

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## 02 Target Outcomes

Delivering an effective campaign in terms of reach, channel mix, best offers, and affinity-based recommendations

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## 03 Choose the Right Offer

Insights to develop strategies for customer engagement and creating brand loyalty through the right product mix and relevancy

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## 04 Effective Engagement

Micro-moment insights and customer journey analytics improving cross sell/upsell through better engagement and a path to purchase

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## 05 Drive Retention

Using a repository of decision-making attributes by industry, we help clients empathize with customers' issues and develop retention strategies

# Create What Matters

## ENABLERS

### Customer Experience Service Models



Wipro's service model combines capabilities across the network to create unified engagement apps, customer data insight tools, process orchestration, and decision automation enabling personalized and intelligent experience journeys.

### Customer Insights Platform (CIP)



Wipro connects data and insights across the customer life cycle, enabling a multichannel experience. CIP assets are: data ingestion engines, data transformation components, analytical models, predictive indicators, accelerators, ML algorithms, and natural language processing.

### Insight-driven Innovation and Automation



Labs dedicated to Marketing, Sales, Service and Commerce use insights to support micro-journey experimentation paired with smart technology solutions (e.g. headless commerce) enabling better business outcomes through automation, cognition, AI and other technology change agents



# Experiences

An American brand of automotive oil change specialty shops



## Superior CX+MDM across B2B & B2C touchpoints (digital/physical) to retain and grow customer base

Wipro is creating customer 360 insight for HQ and 2,000 Franchises by connecting cross-cloud customer, vehicle and order data in real time for all touchpoints including a headless, API driven commerce POS designed by our CX teams. Customers can transact in the mobile app to pre-buy services, manage rewards, autopay and receive support. Franchises will make more personalized services recommendations, track interactions, and launch personalized, omni-channel, real-time behavior driven communications. HQ will be able to analyze and share customer insights with Franchisees.

A large insurance and asset management companies in the Netherlands



## Wipro's natural language processing AI, TellMi, reduced call center volume by 35% saving €300K

Our insurance client had increasing daily service call and email volume from customers and brokers. Wipro deployed TellMi, a multi-lingual, topic and sentiment AI to analyze and automate customer interactions across different languages, in real time. Analyzing service logs, TellMI identified 18 actionable (self-service) topics that once implemented yielded a 35% reduction in call volume and €300K contact center savings per year. Also enabled flows for 100k incoming support emails reducing handling time from weeks to hours.

A French multinational automotive manufacturing company



## Applying real-time insights into lead qualification and nurturing for a 4x increase in test drives

Our client had a disjointed view of the customer and no multi-channel strategy for corporate and the dealer network. Wipro designed a lead management solution across 3 brands using Sales & Community Cloud. Wipro enabled a 360-degree view of customer through an Einstein Analytics dashboard with enhanced security measures. Insights gained increased business lead captures by 600% and test drive requests by 4x.

A public research university located in Melbourne, Australia.



## Award winning Education Cloud, insights, and mobile app increased student retention by 18%

Migrating to the Salesforce Education Cloud created a OneCRM solution across schools and departments offering a single view of all constituents from prospective students to alumni. To aid key student lifecycle interactions, Wipro created the Student-Life mobile app that helped faculty engage students based on predictive success indicators identified from journey insights. Earned Salesforce.org FY21 APAC Sales Partner of the Year Award for Education and increased student retention by 18%.