
5,000+ Salesforce projects delivered

100+ Countries

2,200+ Consultants

7,000+ Certifications

2,000+ Happy customers

Rated 4.8/5 in Salesforce’s Customer Satisfaction (CSAT) survey

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Wipro

What we do

Delivering real business results faster.
We simplify a client’s transformation road map, accelerate their transition to the new, and enable them to create what matters with our comprehensive expertise:

Experience design:
We create customer experience–driven designs with people and the processes they depend on at the center of what we deliver.

Legacy modernisation:
Combining cloud and digital, governance frameworks, modernisation labs, and data streams, we bring people, processes, and policies to the next level of maturity and efficiency, improving key KPIs, metrics, and return on investment.

Multi-cloud cross-platform systems:
We design industry-tailored, customer-360 experiences and multi-cloud, multi-technology engagements that meet the needs of even the most complex global enterprise customers and accelerate business-critical outcomes.

Industry solutions:
We understand the trends and pain points driving today’s business, and our experts work with our clients to build innovative solutions that sharpen their competitive edge.

Digital integration:
Our certified IT professionals simplify data management through iPaaS and APIs, allowing for faster access to business-critical information and valuable customer insights.

Because what matters to people matters to business.

“Wipro has been one of our most innovative partners in creating solutions that drive customer value.”
—Marc Benioff, Co-CEO, Salesforce

PURVUE: Built on the Salesforce platform, PURVUE enables organizations to plan investments, predict their impact, and measure their value. It empowers businesses to strategically transform how they evaluate their operations or tactically optimize specific business functions. In combination with Wipro’s Strategy services, PURVUE can accelerate business value realization and provide actionable outcome-based solutions that drive the operational and financial success of a company’s investments.

Lightning Bolts: Don’t reinvent the wheel. Our innovation engineers are solving cross-industry problems with the latest in Communities, Field Service Lightning, AI, and IoT to ensure our customers realize the full value of Salesforce.

Accelerators: Get quick access to proven innovations and efficiencies with our accelerator platforms. We’ve created more than 1,200 reusable implementation assets, resulting in faster implementation than the industry average.
Who we do it for

Delivering enterprise innovations on the most powerful digital platforms.
In every industry, technology is outpacing adoption. And customers, patients, students, and employees are expecting organizations to deliver frictionless interactions across all tech channels. Our industry strategists partner with our clients to design solutions that simplify their transformation road maps, accelerate their transition to new platforms, and enable them to create experiences that matter. We design industry-focused solutions for:

- Banking & Financial Services
- Health & Life Sciences
- Manufacturing
- Retail & Consumer Goods
- Energy & Utilities
- Technology
- Higher Education
- Nonprofit


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

Accelerate the Shift

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

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

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

Create What Matters

01 Know Your Customer
Understanding a customer’s buying preferences and needs, then determining and correlating that with their spends and frequencies

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

03 Choose the Right Offer
Insights to develop strategies for customer engagement and creative brand loyalty through the right product mix and relevancy

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

05 Drive Retention
Using a repository of decision making attributes by industry, we help customers empathize with customers’ issues and develop retention strategies
When the University of Melbourne began their OneCRM project, the goal was to create a single view of all constituents from prospective students to alumni. Wipro enabled the university to achieve this digital transformation by enhancing their Salesforce operations and helping them deliver more effective digital student experiences. To aid key student lifecycle interactions, Wipro created a student-focused mobile app that streamlines the student onboarding process using Salesforce’s Mobile Publisher and Community Cloud.

Our work with the university earned us the Salesforce.org FY21 APAC Sales Partner of the Year Award for Education and increased U of M’s student retention by 18%.