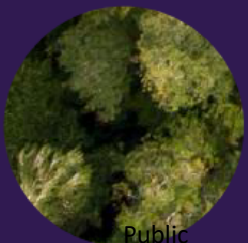


Transformation of a large telecom company's B2B platform to a robust system improving customer experience



AMBITION

A large telecommunication company providing communications and enabled services to enterprises was looking to initiate digital transformation of its entire IT landscape. The client needed an agile, flexible and scalable future-proof platform with a basis for future growth and innovation

Client had a scattered and complex business support systems (BSS) which included the product catalogue, order management and CRM systems. There was need for architectural transformation.

Client wanted improved customer experience, faster time-to-market and reduced TCO. Historically grown complexity and high technology debt led to excessive IT spent on shared satellites with overlapping functional scope and complicated interfaces

ACTION

Wipro spearheaded the modernization and cloud transformation of the legacy system by collaborating with client in delivering the Salesforce for industries (communications cloud) solutions including architecture, design, engineering and future operations

The program was delivered in a unique self-funded approach. Wipro took over the legacy estate and delivered savings by applying several levers including cloud migration, right-shoring and automation. These savings were used to fund the transformation program. Further, the transformation was aided by using proprietary frameworks and Wipro Cloud Studio

Wipro worked alongside client IT stakeholders, collaborating in architecture design and solution design and partner management, bringing in our differentiating capabilities of outside-in transformation including experience led design, service design and agile ways of working

Wipro consolidated the multiple billing platforms and implemented the new online rating and charging solution. There was the introduction of a new modern product catalogue, order management and CRM system based on Salesforce Communications Cloud. 80% of the 100+ applications were migrated to public cloud, powered by Wipro Cloud Studio.

AMBITIONS REALISED

Client benefitted from productivity improvement and reduced technical debt. The new modernized systems brought in new revenue opportunities and reduced IT costs. Client saw 50%+ TCO savings and 25% savings on legacy from IT application modernization.

How sales benefitted:

1. Ability to up-sell and cross-sell via the centralised enterprise product catalogue for pricing and discounts.
2. Accelerated sales by automating lead to order process and equipping sales and back office with guided selling capabilities on every channel.
3. Faster and accurate order capture - Fully automated activation journey with increased predictability of service and resilient order management process.
4. Significant reduction in media breaks (manual switching across applications) for fixed-net products.

How Telecom company's customers benefitted:

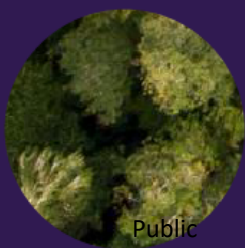
1. Improved Customer satisfaction and reduction in sales and service operations cost through single billing, invoice and payment options for the customer, and easy to use self-care services
2. Enhanced omnichannel customer experience with automated communication during the order journey. Customers get digital notifications on the status of their orders.
3. More product variants available to customers as there is shorter time to market for new products. New product launch time reduced from 6 to 2 months
4. Faster revenue realisation due to reduced activation lead time for fixed-net products by 50% and for digital products by >90%
5. Reduction in delayed orders from 31% to 19%
6. Improved customer service as agents could provide better inquiry resolution by having a single 360 Customer view with guided service resolution. Case resolution time improvement by 70%

With the transformed systems, the Telecom company achieved faster time to market for new business requirements such as introduction of new capabilities or products. Systems are highly scalable with faster turnaround on new capacity demands at short notice and have superior security standards that are compliant to legal and regulatory requirements.



About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.



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