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Wipro reshapes customer engagement for U.S. telecom giant

Ambition

A leading US telecom company was managing its customers across multiple channels such as Sales, Customer Service, Marketing, Billing, and Portals, resulting in siloed customer data sources. The company faced several challenges, including a lack of holistic views of partner and customer health, limited customer intelligence for targeted sales, unpredictability of account churn, missed upsell and cross-sell opportunities, revenue leakage in recurring business, inability to assess the effectiveness of campaigns, absence of a standard product hierarchy across systems, fragmented data, and data quality issues. To address these challenges, the company embarked on a customer success platform transformation initiative, aiming to harness the power of data and AI to proactively identify and reduce customer churn while addressing whitespace upsell and cross-sell opportunities.

Action

To overcome these obstacles, the client partnered with Wipro to create a core technology solution utilizing Salesforce Sales Cloud, Service Cloud, Data Cloud, AI, and Snowflake. The core of the solution included Salesforce Data Cloud, AI, and Einstein Analytics for advanced analytics and AI-driven insights. Snowflake and Amazon S3 systems were implemented for central data ingestion, transformation, and robust ETL processes capable of managing millions of data records daily. The team designed fit-for-purpose AI models to address specific business challenges such as predicting sell opportunities based on consumer usage pattern, assessing health of the account based on service and revenue trends and automating opportunity creation and renewal management for existing consumers. The common Data Model for customer data, enabling standardized products and account hierarchies enabled the custom AI models to function efficiently. The modern framework enabled Sales team with AI-driven opportunity management, whitespace analysis for revenue expansion and win/loss analysis. Moreover, Seller Cockpit and Account 360 views enhanced productivity by prioritized pipelines with opportunity scoring.

Wipro streamlined client's marketing function with data-fueled insights translated into action. The integrated activity data highlighted account health and engagement, while opportunity attribution tied opportunities to marketing campaigns, and standardized verticals enabled accurate segmentation and strategy. Wipro deployed standardized churn framework with its deep domain

expertise comprising of definitions, reasons, phases, and feedback loops. Universal data mapping led to easy translation across satellite system allowing enhanced partner scorecard capabilities and dynamic health scores updates for better account retention and growth planning.

Ambitions Realized

As a result, the company has realized several outcomes:

For Sales business:

AI driven opportunity management system generated more quality opportunities based on real-time trusted data. This led to increased opportunity closure rate and improved productivity of the sales team.

AI driven renewal management system improved worker experience as Seller Cockpit and Account 360 views presented consolidated view of all necessary data for sales team.

For Customer success business:

Attributes such as health score of customers and partners, enabled client CRM with accurate and superior account retention and growth planning, also improving worker experience

For marketing business:

With data-led actionable insights, the marketing team leveraged account health and engagement view to standardize accurate segmentation for marketing activities. These targeted campaigns resulted in hyper-personalized efficient campaigns.

The company achieved a single source of truth for customer data, improved data quality, and increased customer satisfaction. AI models demonstrated high accuracy, with churn prediction models achieving an AUC of 0.998 and identifying 4% of accounts at risk, and whitespace models achieving an AUC of 0.798 and identifying 5% of accounts for upsell or cross-sell. Overall, the transformation empowered the company to reduce churn, increase cross-sell and upsell opportunities, and drive operational efficiency across sales, customer success, and marketing functions.

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