

BUSINESS GROWTH IN RECORD TIME

Wipro implements the world's fastest launch of mobile services for a green field telecom operator



INDUSTRY LANDSCAPE

In the crowded Indian market with decreasing ARPUs, where even the best operators fear the ever-changing dynamic market, only a strong contender backed by an efficient IT and infra-support can beat the competition in a short time frame for a successful launch.

THE OPPORTUNITY

Uninor, being the 12th operator in the crowded Indian market, was looking for an IT partner that could help them, not only roll-out full-fledged services within aggressive timelines, but who could also help differentiate them through multiple business and technology enablers.

CLIENT BACKGROUND

One of the fastest growing wireless operators in the Indian market, Uninor is a joint venture between the Norway-based Telenor Group, the world's sixth largest mobile operator and Unitech, India's second largest real estate company. It holds a pan-India UAS license to offer mobile telephony services in each of India's 22 circles. Uninor's business vision was built around the following expectations:

- Customer segment focus upon affluent youth, HNIs, SMEs & SOHO.
- Unique & differentiated sales & distribution model.
- Best-in-class customer care services for pre-paid subscribers.
- High quality network, state-of-the-art telecom products, value added services & killer apps.

“Wipro’s commitment to the partnership has empowered us in achieving our business objectives and endeavors to provide quality mobile services in India. Wipro helped us deliver superior experience to our customers and channel partners by providing highly differentiated services. Together with Wipro, we have created history in the Indian Telecom Industry, when we launched 7 circles - the fastest launch by an operator in a single day.”

- Yogesh Malik, COO, Uninor

SOLUTION

Wipro worked with the client to define a multi-year roadmap for distribution of auto insurance through internet using cutting edge technology and deep business process understanding to improve customer experience.

A simple, extensible, flexible insurance product sales and servicing architecture supporting business agility and quick time-to-market that provided the following benefits to customer:

Improved Customer Experience

- A platform for end users to choose and customize the auto Insurance policy needs
- Reduced user inputs and extended context sensitive help
- Multiple customer support touch points throughout the process

Streamlined Operations

- A composite product offering based on segmentation and seamless switching between products
- Online self-service capability thereby reducing service centre cost
- Multi-channel support platform for consistent product implementation, rates, sharing of data across channels

Strengthening Brand image

- By providing a world class solution, Wipro ensured that the customer's perception in the market improved
- Generated positive vibes amongst the analyst and survey companies

Wipro demonstrated delivery excellence through:

Timely delivery

- Aggressively delivered quality improvement targets release-by-release
- Achieved 19 states roll out in 18 months
- Worked with 20+ dependent applications
- Adhered to state level complexities
- Provided a structured multi-layered governance model to identify and mitigate risk

Customer satisfaction

- Simplified applications & processes ensuring higher productivity of business team & improved competitiveness
- Multivariate testing support for business to experiment with new features

BUSINESS IMPACT

Customer Service benefits

- 338% jump in online premium in 2 years
- 40% reduction in elapsed time to get online quotes
- 97% reduction in elapsed time for online binding

Growth benefits

- Moved to #3 from #6 in the Keynote Customer Experience rankings
- 112% increase in GA state sales; 220% increase in MD state sales
- Speed to market – 7 of the top 10 states were using the new internet site developed by Wipro

About Wipro Technologies

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360° view of "Business through Technology" – helping clients create successful and adaptive businesses. A company recognised globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 120,000 employees and clients across 54 countries.

For more information, please visit www.wipro.com or mail info@wipro.com

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