The medical technology industry is trending towards commoditization of products in a fiercely competitive landscape. Expanding product portfolios lead to more complex buyer demands. Industry players need to consolidate their CRM systems and simplify their processes to meet customer expectations to remain competitive. Artificial Intelligence (AI) and allied technologies have significantly evolved in the recent years by leveraging knowledge tasks (requiring cognitive abilities of a human) and models to enable hyper-automation of processes by leveraging cognitive technologies. Medical technology companies are adopting disruptive technologies and systems to transform customer experience and build their business of tomorrow.

Wipro’s Medical Devices Framework utilizes a proven integrated CRM Cloud ecosystem, specifically designed for the medical devices industry, to enable seamless process transformation. This integrated SaaS framework brings together sales, customer service, quote and pricing, field service and marketing processes. The framework consists of process maps, data models, pre-built components and API designs, to jump-start your CRM implementation, accelerate time-to-market and enhance your ROI.

Key assets

- Pre-defined CRM process maps: Aligned to Salesforce Platform and industry best practices to set the foundation for business discussions
- Pre-built CRM data model: For complaint management, key opinion leaders (KOL) and other processes to enhance functional capability
- Ready-to-deploy application components: Plugins such as KOL, route planner, and communities to reduce the implementation cycle
- Ecosystem connectors: API designs to support an integrated process for a seamless environment
- Proven integrated SaaS-based architecture: With options to integrate with legacy and ecosystem products

Figure 1 provides an overview of the key components and the end state architecture of the solution respectively.
Key benefits:

- Faster go-to-market with up to 50% reduction in the solution design and development time
- Improved customer loyalty with 20% gain in service resolution time
- Enhanced process efficiency with 30% increase in user adoption via social channels, communities, Intelligent Virtual Agents and smart devices
- For a leading medical equipment manufacturer, Wipro streamlined CRM processes and integrated legacy applications with salesforce.com and ecosystem players, helping them achieve:
  - 16% higher lead conversion rate
  - 18% improvement in service response time
- For a large medical technology company, Wipro developed a Salesforce platform solution for call planning, call evaluation, reporting and multi-lingual enablement, which helped the client to achieve:
  - 20% increase in productivity
  - 15% increase in user adoption

Success stories:

- For a leading medical equipment manufacturer, Wipro streamlined CRM processes and integrated legacy applications with salesforce.com and ecosystem players, helping them achieve:
  - 16% higher lead conversion rate
  - 18% improvement in service response time

About Wipro:

Wipro Ltd. (NYSE:WIT) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology.” By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 160,000, serving clients in 175+ cities across 6 continents. For more information, please visit wipro.com or write to us at info@wipro.com