Taking Customer Personalization to the Next Level

Today’s consumers are empowered consumers. They value personalization and expect a seamless experience from their service providers. The new-age customer yearns to be recognized as a distinct individual with discrete needs, and thus desires some level of exclusivity in services utilized by him/her. This DIY customer generation is not hesitant to participate & create offerings for self, rather than choosing from a set of pre-packaged offers created for the masses.

To meet such expectations of aspirational customers, CSPs need to take a relook at their current business, and consider transforming their operational systems to swiftly respond to the changing behavior of consumers. ‘Family Shared Data’ feature is a proof-of-concept based upon Wipro RAPIDS, which enables CSPs to deliver an enhanced and personalized customer experience, allowing a new level of offer & service individualization. It recognizes distinct usage needs of individual customers in the same family, while still providing for a unified account-level view. It effectively combines the best of real-time charging & customer experience personalization into one.

<table>
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<tr>
<th>Key Aspects of ‘Family Shared Data’ Feature:</th>
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<tr>
<td>Acknowledge each individual as distinct</td>
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<td>Each individual gets to set his/her own usage limits</td>
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<td>Run-time integration with Policy Control</td>
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<td>Real-time credit check &amp; alert</td>
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<td>Cross-sell personalized and innovative lifestyle offers</td>
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<td>Unified family account hierarchy &amp; billing</td>
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<td>Discreet payment responsibilities</td>
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<td>Seamless &amp; consistent multi-channel customer experience</td>
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<td>Demonstrates a complete Order-to-cash process</td>
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WIPRO RAPIDS - ‘FAMILY SHARED DATA’ FEATURE
ENGINEERING A COMPLETE ORACLE SOLUTION
Drive New Revenue & Improve Margins by Empowering Consumers

Wipro RAPIDS solution aids in providing an enhanced and personalized customer experience by allowing for flexible product offer creation & simplifying the process of a new product launch. It brings together various operational blocks of Product Creation, Order Capturing, Billing and Provisioning among others to work in harmony, thereby adding to customer delight.

Wipro has developed expertise in the area of delivering complex B/OSS solutions for our clients. Our solutions not only help in reducing CSP OPEX but also enable them to better monetize their networks with changing consumer needs.

Wipro RAPIDS

Wipro RAPIDS is an industry proven reference solution for realization of end-to-end CSP, BSS and OSS processes. It enables CSPs to provide a consistent multi-channel customer experience, thus improving overall customer satisfaction.

Wipro RAPIDS’ ‘Family Shared Data’ concept is based upon the TM Forum Frameworx certified Oracle B/OSS stack.

Wipro RAPIDS Consulting & Integration practice is backed by our seasoned consultants & experts who have delivered some of the largest B/OSS transformation projects around the world. Wipro has taken a practitioner’s view of the business technology domain. As a result, Wipro has invested heavily in developing several tools & reusable knowledge assets to help shorten telcos’ business transformation journey while minimizing transformation risks. Wipro has also built a proven process library called RAPIDS Process Library (RPL), which consists of around 200 business processes and 800+use cases to serve both wireless and wireline CSPs.

SOLUTION

- High-level of user personalization
- Unified account view
- Differentiable payment responsibilities
- Allows complex account hierarchies
- Multi-tariff plan & multi-tenancy
- Online charging integrated with policy management

INNOVATION

- Innovative lifestyle offers
- Self-defined usage policies
- Offer & service personalization
- Avoid bill shocks
- Real-time updates & interaction
- Offer for segment-of-one

CUSTOMER INTIMACY

- Reduced CAPEX & OPEX
- Increased customer loyalty
- Reduced customer churn
- IT process simplification
- New network monetization avenues
- Efficient application lifestyle management

OPERATIONAL BENEFITS

- Reduced CAPEX & OPEX
- Increased customer loyalty
- Reduced customer churn
- IT process simplification
- New network monetization avenues
- Efficient application lifestyle management
Family Shared Data Use Case

Each user is different from the other, and the same is true for members of the same family. ‘Family Shared Data’ feature effectively helps CSPs to address distinct needs of each individual in a family while still allowing them to keep a tab on usage of telecom services as a group. It gives freedom to each consumer to define his/her own usage pattern, while still allowing for consolidated account-level view with discreet payment responsibilities.

Customer Profile

Martin and Stacy are parents of two children – Ryan and Lucy who are college students. The family is in need of an optimal data plan for their entire family. The usage pattern of each of the family members is different and Martin expects each member of his family to use the allocated data limit on their favorite sites. Martin uses his data plan mainly for his office work and his data usage charges are paid by his company. Martin pays the charges for his wife and children. The following graphics represent how a ‘Family Shared Data plan’ can be configured.
About Wipro Ltd.

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" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 140,000, serving clients in 175+ cities across 6 continents.

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