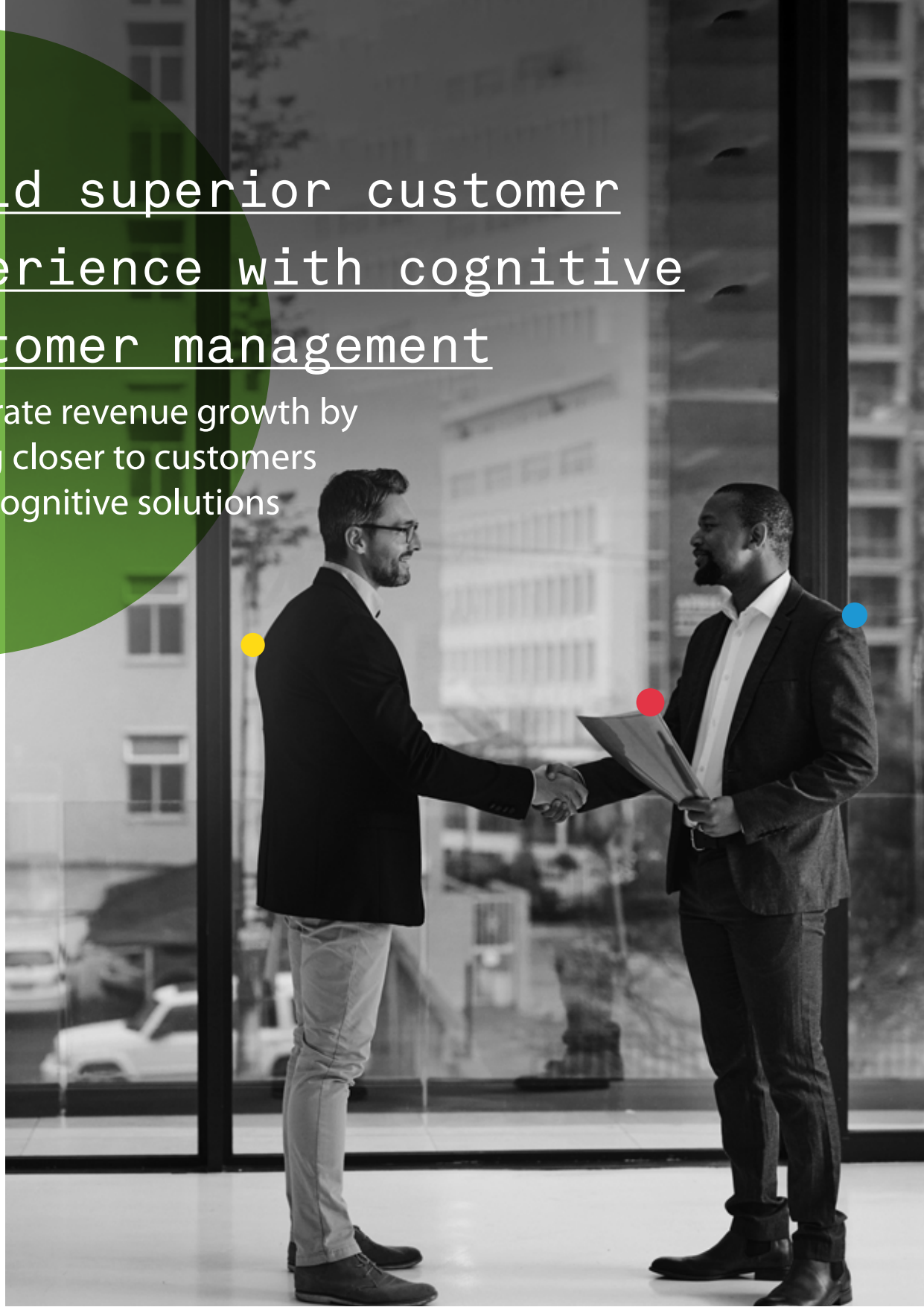
Build superior customer experience with cognitive customer management

Accelerate revenue growth by getting closer to customers using cognitive solutions



Organizations that are putting customer experience at the heart of their business strategy are clearly paving their way to success. Experts predict that in the near future customer experience leaders would be those that build their brands around the customer experience.[1]

But how do organizations make sure that they build customer experiences that help differentiate their brands and create loyal customers?

Big data and AI are increasingly being placed at the center of customer experience strategies. Cognitive customer management programs are taking big data analysis to a whole new level, enabling organizations to gather insights from various touchpoints to improve customer interactions and make valuable business decisions. Using cognitive technologies, organizations can fill the gaps in their analysis and decision making and combine artificial intelligence to data to get deeper insights into their customers' buying behavior and preferences real time.

Cognitive programs combine the disruptive powers of IoT, Big Data and AI to form a holistic view of the customer that can be effectively utilized to make highly-targeted offerings to the customer with minimal technology footprint. Unlike legacy CRMs, cognitive AI programs are much more flexible and scalable. The flexibility offered by these programs helps accelerate the speed to rollout new personalized offerings, and their scalability ensures that the same level of efficiency is maintained as the organization grows on premise or on cloud.

Key features and business benefits

AI and NLP-powered voice-based chatbots

Cognitive chatbots with voice capabilities powered by AI and NLP (Natural Language Processing) help in faster and accurate resolution of customer issues. Future bots are expected to go one step ahead and proactively make alerts and suggestions to customers. As more and more touch points evolve, AI-based capabilities ensure that customer interaction and self-service is reliable and scalable.

360 degree customer information

Combining big data analytics and AI capabilities, cognitive customer management programs help organizations maintain a single source of truth and utilize it to personalize various offerings, delivering a consistent message that resonates with customer expectations.

Multi-channel and multi-device support

Cognitive AI programs are well-equipped to gather and analyze customer sentiments from multiple channels, such as email, SMS, social media etc., to help in continuous improvement of customer experience. They are device independent and can be seamlessly accessed from desktops, laptops and mobile.

IoT integration

Gartner forecasts that there will be 20.4 billion connected things worldwide by 2020.[2] IoT integration and advanced analytics capabilities of cognitive customer management programs make it possible to collect information from IoT devices, organize and process the information and approach leads with personalized offerings and proactive suggestions and alerts.

Dynamic policy management

Cognitive AI programs are flexible and easily configurable to accommodate new policies and manage changes with less impact on the uptime. This will help organizations to implement GDPR and other future policies in a seamless manner at a faster pace.

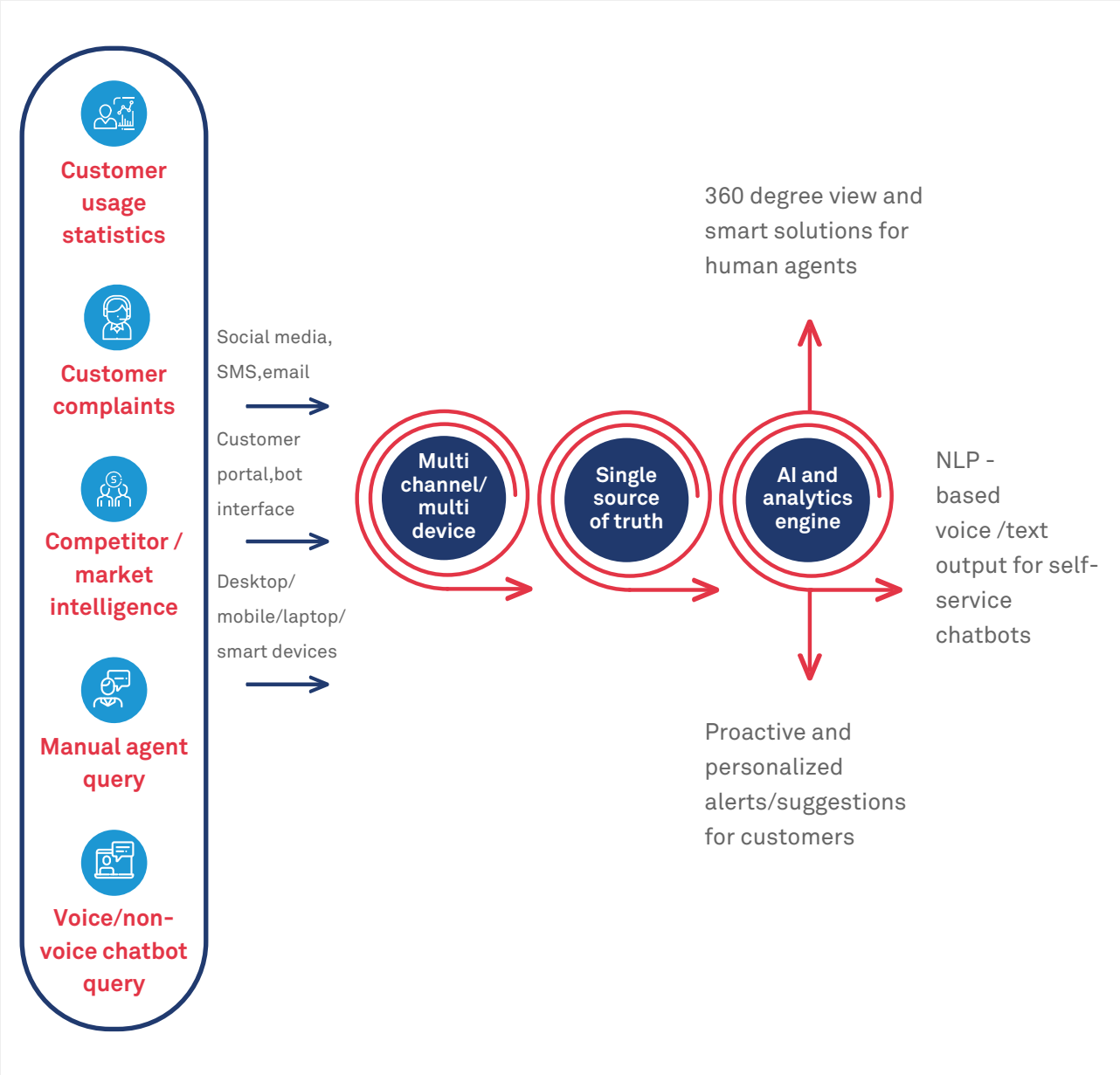


Fig 1.0 Overview of CCM system

Conclusion

Cognitive technologies are set to bring about accelerated changes in the customer service landscape. Armed with cognitive insights, organizations would be able to better understand and transform end-to-end customer journeys, drive enhanced customer engagement and execute and scale up customer experience projects rapidly. In an increasingly customer-centric business environment, organizations that proactively embrace cognitive customer management programs will be better positioned to benefit in the future.

References

1. https://www.gartner.com/smarterwithgartner/the-customer-experience-in-2020/

2. https://www.gartner.com/en/newsroom/press-releases/2017-02-07-gartner-says-8-billion-connected-things-will-be-in-use-in-2017-up-31-percent-from-2016

About the author

Raghul Shyam Ravi
Product Consultant, IP & Innovation, Wipro Limited

Raghul Shyam Ravi is a Product Consultant, IP & Innovation, Wipro Limited. Raghul is part of Wipro's Innovation & IP team that comprises of product managers, solution architects and product engineering specialists who create and curate new IP-based solutions. Raghul has significant experience in crafting IP-based solution proposals for leading global enterprises, helping them in their digital transformation using analytics, IoT, blockchain, artificial intelligence and machine learning.

Wipro Limited
Doddakannelli, Sarjapur Road,
Bangalore-560 035, India

Tel: +91 (80) 2844 0011
Fax: +91 (80) 2844 0256
wipro.com

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information, please write to us at **info@wipro.com**

IND/BRD/NOV2018-OCT2019