

Wipro Holmes Anticipatory Design

Next generation digital
experiences powered
by AI & Design

As digital transactions become the norm, retailers seek strategies to meet consumers' online buying preferences. Because online customer journeys are still static, often reliant on explicit customer input to provide the next best action, low online conversion rates are a primary concern. Overwhelmed with huge amounts of information, and bombarded by recommendations that do not suit their needs, many customers abandon their e-shopping without making a purchase. Digital platforms need to be intuitive enough to guide a customer's journey to completion, much like personalized assistance in brick-and-mortar stores.

Anticipatory Design blends deep learning, design thinking, and behavioral economics to create next-gen digital experiences.

Key takeaways

Wipro Holmes Anticipatory Design is a breakthrough solution for companies selling online through D2C channels and eCommerce platforms.

- Wipro's patented "Accretive Intelligence" and design-based approach provides a dynamic user interface that anticipates the customer journey in real-time.
- Building a personalized adaptive experience using clickstream data, this platform improves conversion rates based on customer needs.
- At every step of the customer's journey, the solution adapts and corrects itself to ensure that customer purchases the products. Anticipatory design is the retail assistant of the digital age, helping customers with relevant suggestions at the correct time and continuously learning from their feedback.

Key benefits



Reimagine the digital experience by providing real-time, adaptive, individualized user interfaces, product recommendations and incentives, that don't depend on explicit user input.



Nudge customer behaviors through tailored promotional offers based on predicted purchase intent, reducing cart abandonment rates



Cross-sell, upsell, and improve customer loyalty with a connected journey using an AI-powered real-time loop for continuous learning



Enable customers to make better, faster decisions by reducing cognitive loads on the screen and presenting the most relevant options in a timely, effective, efficient manner



Micro-segmentation of customers to uncover browsing interests and adapting content and features based on customer preference

**Boost online sales with
Holmes Anticipatory Design.
Make AI your Ally.**

Features

- Deep learning-based Accretive Intelligence that continuously learns user preferences and predicts the customer journey with most relevant products
- Reinforcement learning fine-tunes user behavior and make further recommendations
- Behavior-triggered assistance and smart defaults for support at the right place and time
- Design thinking that reimagines the digital experience for customers from the moment they land on a website
- Dynamic tiling with intuitive, simple interfaces that prioritize visual communication and ease of use
- Applied behavioral economics to the integrated reward system, nudging customer engagement and value



**Make AI Your
Ally with Wipro
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portfolio of services, strong commitment to sustainability and good corporate citizenship. We have over 220000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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