



Experiences of the future

Everything starts with
experience

Connected, intelligent, seamless experience





Customer experiences are evolving at pace

From large scale innovations like the AR/VR/Metaverse down to the latest e-commerce solutions, technology is changing digital experiences in unprecedented ways – transforming customer interactions and directly impacting revenue growth.

Leaders are creating new business models to match

Organizations are shifting to become design-led, high-velocity experience providers enabled by emerging technology, with B2B following D2C into personalization and online marketplace adoption.



“ By 2024, organizations providing Total Experience will outperform competitors by 25% in satisfaction metrics for both customer experience and employee experience.

Source: Gartner, 2021



Personalized experiences drive growth

- Experience-led organizations achieve higher growth fueled by greater customer satisfaction and loyalty.
- The role of the CMO has changed, with a greater remit for growth and ownership of the experience.
- Organizations are leveraging data and insights to personalize the experience, drive outreach and increase ROI on marketing spending.

Customers expect better experiences – and so do employees

- To ensure customer satisfaction, organizations must provide frictionless experiences with the correct information and functionality at the right time.
- “Total experience” strategies, considering customer, employee, user, and multi-experience, drive satisfaction and increase retention.
- Streamlined employee experiences also drive operational efficiency, a key objective for COOs.



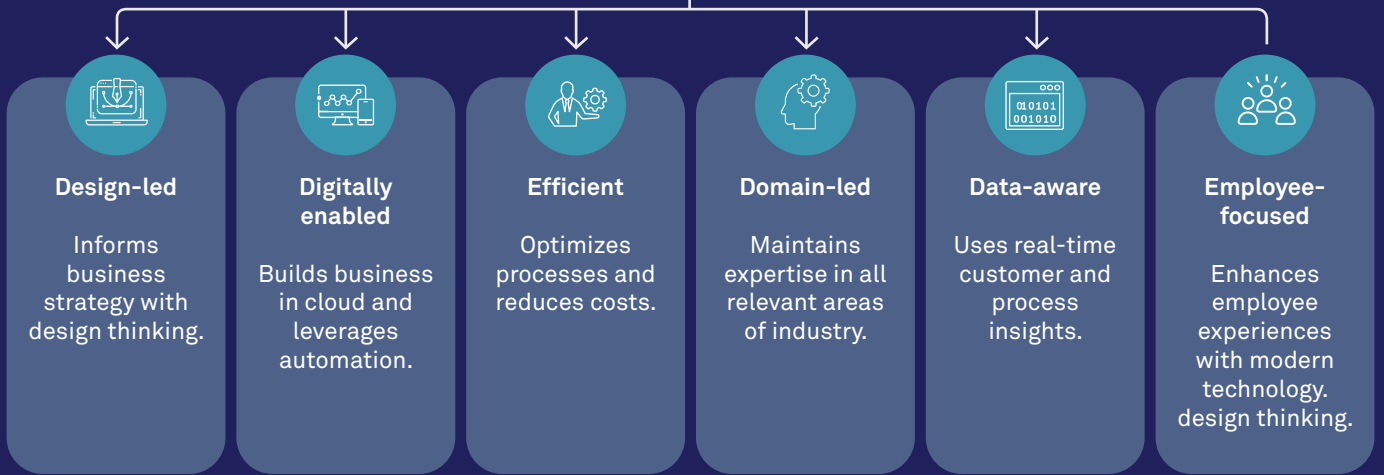
“ Companies that grow faster drive 40% more of their revenue from personalization than their slower-growing counterparts.

Source: McKinsey, 2021

The experience-led organization



An experience-led organization focused on business value creation and digital enablers



Key tenets for delivering meaningful experience...





Experiences of the future

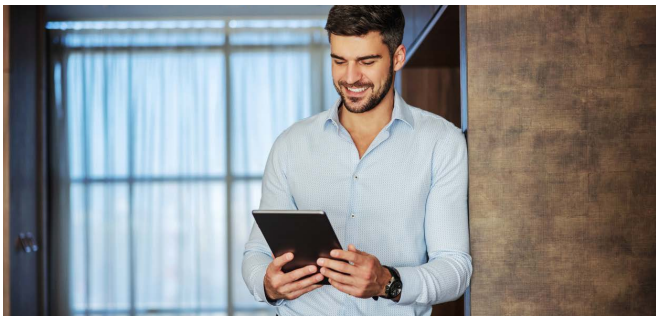
Challenges

Today's customers are demanding more convenience, flexibility, and better experiences. Gone are the days when the channels are restricted to websites and mobile only.

Customers are willing to easily change brands due to poor customer experience, with 75 to 80 percent saying they are more likely to change the company after just one bad experience.

Millennials and Gen Z users are looking at more engaging ways to interact with businesses. Employees and Partners are looking at ease of working without swivel chair processing and improving efficiency and productivity so they can focus more on customer relationships than mundane tasks.

Leverage Wipro IPs to provide the Future Multichannel experiences



Customer experience

Allow the customers to interact with the brand in the medium of their choice (physical, digital, and virtual) and the brand to respond contextually at the moment.



Immersive experience design

Shifting focus from devices to reality by visualizing & performing actions to interact with people & objects in a simulated environment.



Multi-experience

Provide text & voice-based interactions, immersive experiences using AR/VR, & sensor driven experiences across multiple touchpoints.



Conversational AI

Boost customer experience by personalizing and streamlining interactions across channels, leading to higher satisfaction, reduced churn, and increased revenue for businesses.

Pega orchestrates the user journeys that tie these experiences between the organization and its end customer across different channels and includes interventions like Metaverse (VR), AR, AI/ML, NLP



Employee experience

Allow the Employees to interact with the applications from a Single pane to respond faster. ML models and AI can analyze processes, providing actionable insights on how processes can be automated.



AI powered workflow automation

- Escalate potential issues before they occur
- Drive straight- through- processing
- Deliver employee insights & guidance



Streamlined work aggregation

- Deliver an employee total experience. Eliminate context switching.
- Orchestrate end-to-end outcomes. No more fragmented workflows.
- Smooth & consistent UX across apps. Goodbye duplicated data, replicated UI components, & inconsistent UX.



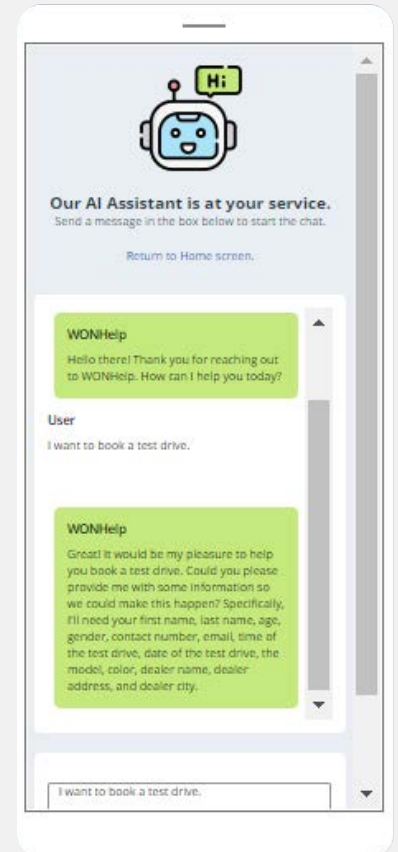
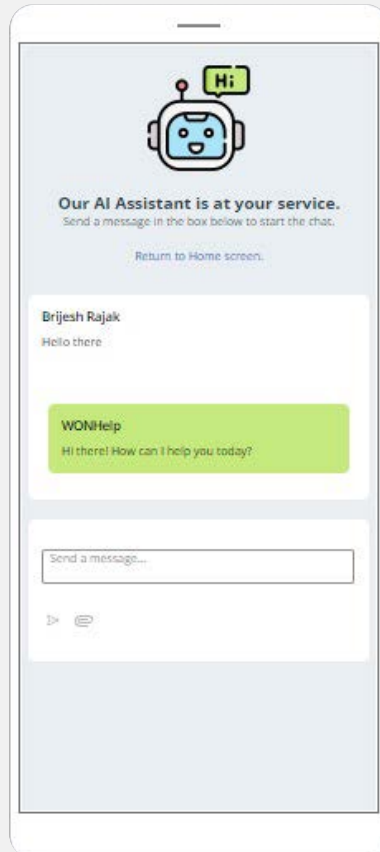
Production- centric UX layer

- Improve operational productivity Limiting unnecessary eye and mouse movement & adherence to accessibility
- Custom UI Experiences Support the latest open-source technologies and UI solutions

Pega delivers orchestration, straight through processing & visibility across applications with process fabric & Process AI

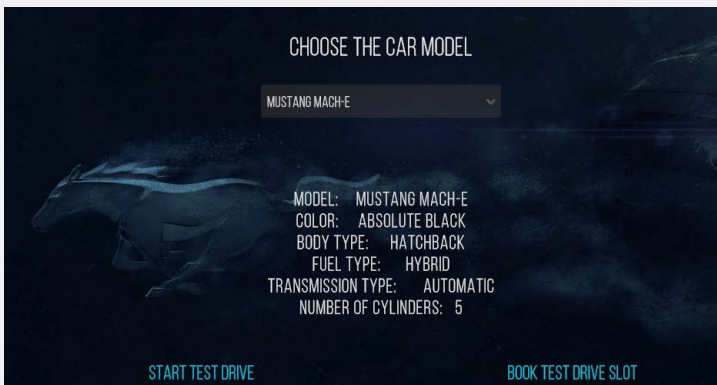
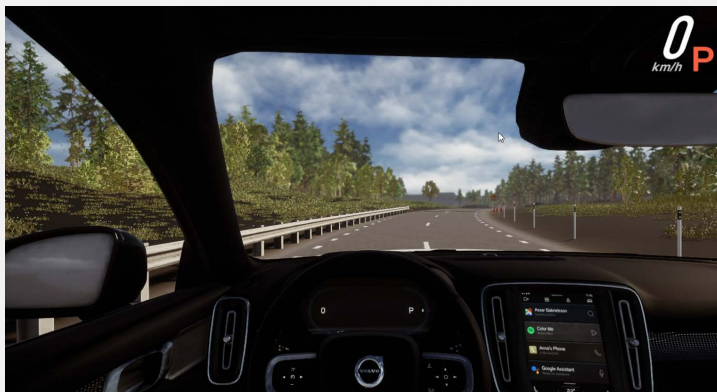
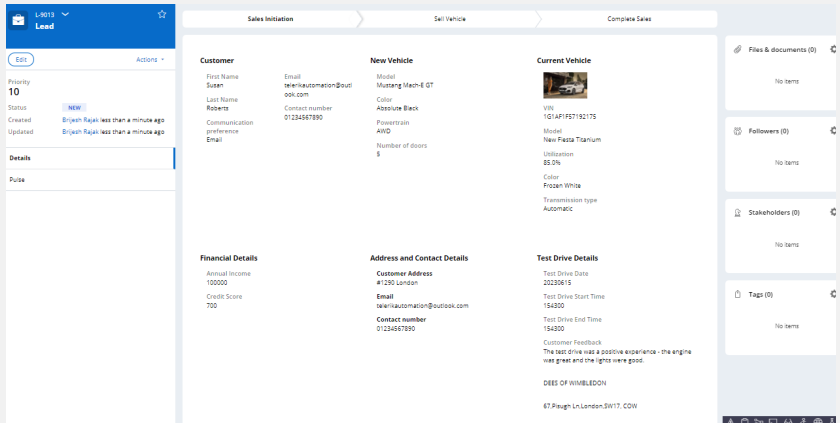
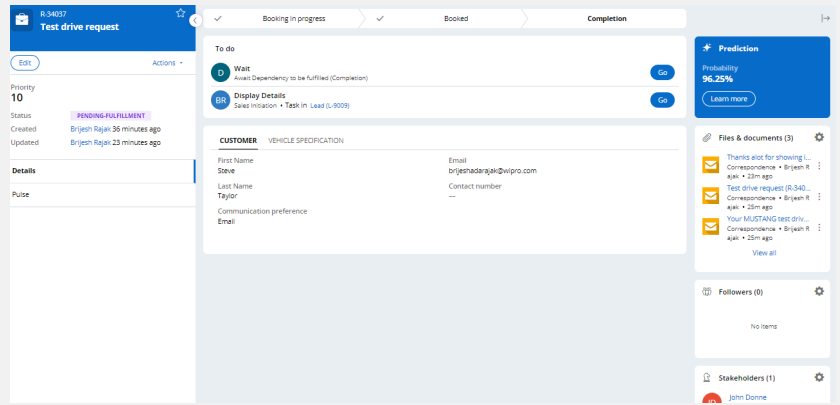
Transforming user experiences with conversational AI

Help businesses improve customer experience by leveraging conversational AI by providing a human-like interaction through an intuitive chat interface. Know how to use Pega and ChatGPT to create a more empathetic and engaging experience for their customer's traditional form-filling. By leveraging the power of generative AI, this component can understand the customer's intent and provide personalized recommendations, creating a more engaging and interactive experience.



Leverage AI For Process Outcomes

Increase efficiency and optimize outcomes by leveraging Process AI. Leverage AI models in case processing to predict the outcome and optimize the process. Pega's AI engine can learn from past interactions and data, improving accuracy. Wipro's solution demonstrates the usage of ProcessAI in a test drive booking scenario and how the lead can be qualified to improve efficiency and consistency.



Immersive experience

Delight your customers by providing an immersive experience. Allow your customers to interact with the brand in the medium of their choice (physical, digital, and virtual) and the brand to respond contextually at the moment. Visit Wipro's Booth to see how a multi-channel experience can help customers. Wipro's solution leverages Pega Infinity coupled with AR/VR/Metaverse intervention to provide a seamless multi-channel experience, ensuring customers can have an immersive experience in their journeys.

Key benefits

These enhanced customer experiences can drive:



Increased customer satisfaction



Increased revenue



Improved retention rates



Higher level of emotional connect with the brand



Improved employee productivity

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employees and business partners across 66 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world.

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