



Wipro's Cognitive Customer Service solution

Contextualized and personalized customer experience engineering and customer service agents (CSA) enablement



Organizations with high dependency on customer services invest considerable time and effort to improve the customer interaction experience and train their customer service agents, while aiming to reduce costs. This is relevant in the digital era where negative reviews spread at a higher pace than positive reviews.

Consistency and relevancy of value delivered depends on the customer service agent's (CSA's) ability to convert insights (reason for call) into actions (providing better experience). At times, the CSAs do not follow the standard operating procedures (SOP) or make errors, which leads to increased call handling time, repeat calls and reduction in their customer satisfaction (CSAT) ratings. In addition, any shortcoming in the agent's retention and training can also lead to inconsistent customer experience.

Wipro's Cognitive Customer Service, an Industry Cloud solution, helps service driven industries to automate contextual learning and improve CSA performance to deliver better customer experience.

Leverage Machine Learning (ML), Natural Language Programming (NLP) and RPA for inferring best actions



A configurable suite of integrated applications to predict the need for customer interaction based on previous interaction history

Suggests actions based on predetermined rules, SOPs and automate resolutions

Pre-built APIs to derive data from underlying SAP ERP system, specifically IS - Utilities and CRM

Seamless integration and embedding within the current customer interaction center functionality



Solution features

- **Interaction reason predictor** – A neural network based continuous Machine Learning model to predict reasons for interaction triggered by the customer, based on previous interaction history, customer details, account status and other key influencers
- **Next Best Actions (NBA) business rules engine** – A user friendly rules engine leveraging SAP Cloud Platform to configure the NBAs for various interaction reasons
- **Process automation** - Automated NBAs for areas where a CSA has to visit multiple portals, gather contextual information and use it for further processing, leveraging Robotic Process Automation (RPA)
- **Configuration framework** – Set of configurable tables in the SAP Cloud Platform to configure with the organization's unique terminologies and deploy the application
- **Intuitive and integrated SAP Fiori based user interface** – Integrates prediction, NBAs and iRPA functionalities with information and analytics
- **REST API repository** – REST enabled APIs to derive data from various sources, interoperable with SAP on-premise and Cloud applications suite

Automate contextual learning and improve CSA performance to deliver better customer service

Business benefits:

- Improve **financial accounting & reporting (FAR)**, reduce **cost to serve**, enhance **customer retention**, boost **employee work satisfaction** and thus **reduce attrition**
- **Reduce average call handling time** which results in cost savings and resolution time for both customers and agents
- Consistency in handling resolutions resulting in **improved CSAT**
- Helps **uberization for customer service** activities as the SOPs are automated and centrally managed
- Adopt digital innovation journey based on cutting edge technologies such as ML, NLP, Business Rules Engine and RPA to transform customer service at the point of interaction





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