



Wipro's Smartsales

Converging Technologies,
Transforming Sales

SmartSales is a one-of-a-kind solution for every enterprise or corporate that sells. It is smart, intelligent, multi-channel and leverages the complete capabilities of the Microsoft stack to deliver a seamless experience for a sales person.

**A leap into the future, where
technologies converge to deliver
an enhanced sales experience**

Key takeaways



Augmenting mixed reality and facial recognition with digital assistants for immersive selling



Pooling the information from CRM and marketing systems for single customer view



Organization wide knowledge across sources within reach

Key benefits

- SmartSales enhances productivity of sales reps by 47%
- Brings about a 27% boost in predictive selling
- 150% growth in AI enabled selling is realized
- A growth to the scale of 98% in guided sales process
- 9.2X demand of interactive voice assistants

Features

This platform helps boost productivity and sales efficiency leveraging AI, Mixed Reality, Computer Vision, Machine Learning, Conversational Systems, etc.

Transforming end-to-end Sales cycle using Pam and Sinasta, two digital aids for sales person and customer connect.

Lead Identification- Deep AI engines coupled with social listening to identify and target the most relevant leads

Reading customer minds, interacting with machines, augmenting realities, building superior sales network

Lead Enrichment- Breaking data silos by pooling in all the relevant information from multiple sources. Big data & deep AI assist in lead prioritization

Meeting Preparation- A proactive and intuitive approach by snippets of most relevant content being pushed

Meeting- Mixed reality-based selling coupled with digital assistance to demonstrate products

Closure- Automated proposal generation and voice-based changes to the proposal

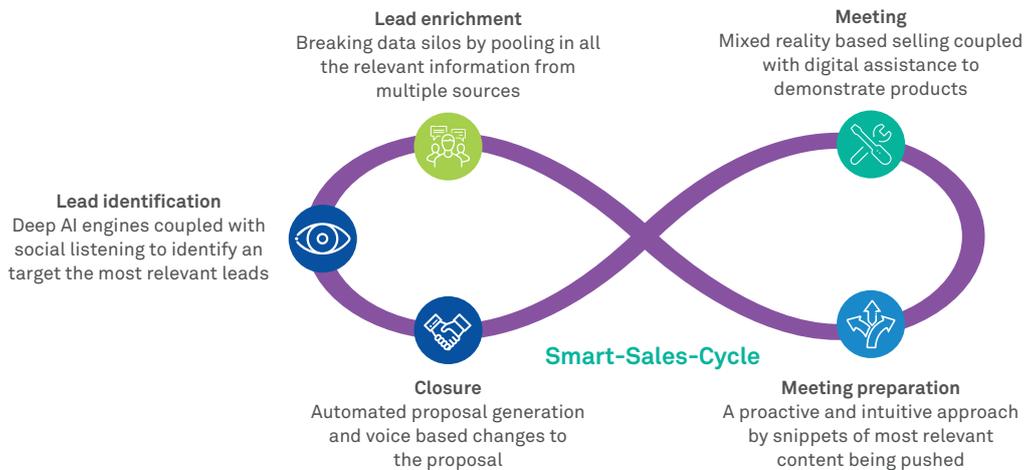


Figure 1: Smart Sales Cycle

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