

The background of the entire page is a photograph of a diverse group of people in a modern office or meeting room. They are gathered around a white table, looking at a tablet. One woman in a red blazer is pointing at the screen. In the foreground, a woman with curly hair is looking at a small white card. To the right, a man in a blue shirt is looking towards the group. In the background, there is a wall with colorful sticky notes and a man in a blue shirt holding a white mug. A wooden prototype of a device is on the table.

**How a global  
PC manufacturer  
redefined its  
customer experience**

## Client description

- **Client** — Global PC Manufacturer
- **Industry type** — Computer Hardware
- **Core Business** — Personal Computers, Printers.
- **Areas of operations** — Worldwide
- **Annual revenue** — US\$58.47 billion (2018)

## Challenge

The client was facing several challenges in their existing Tech Support ecosystem.

The processes were fragmented and broken making it inefficient. There was very high dependency on human centric operations that are prone to error.

There were considerably high ticket volumes with negligible first time fix leading to loss of revenue. This was due to no or minimum automation play in the system.

As per the data records, the Net Promoter Score (NPS) we also found to be inconsistent for voice processes.

## Solution

Wipro implemented a CoE (Center of excellence) concept, which standardized practices across centers.

**The client attained business value of \$5 million and generated a revenue of \$10.7 million annually through proactive sales-based activities**

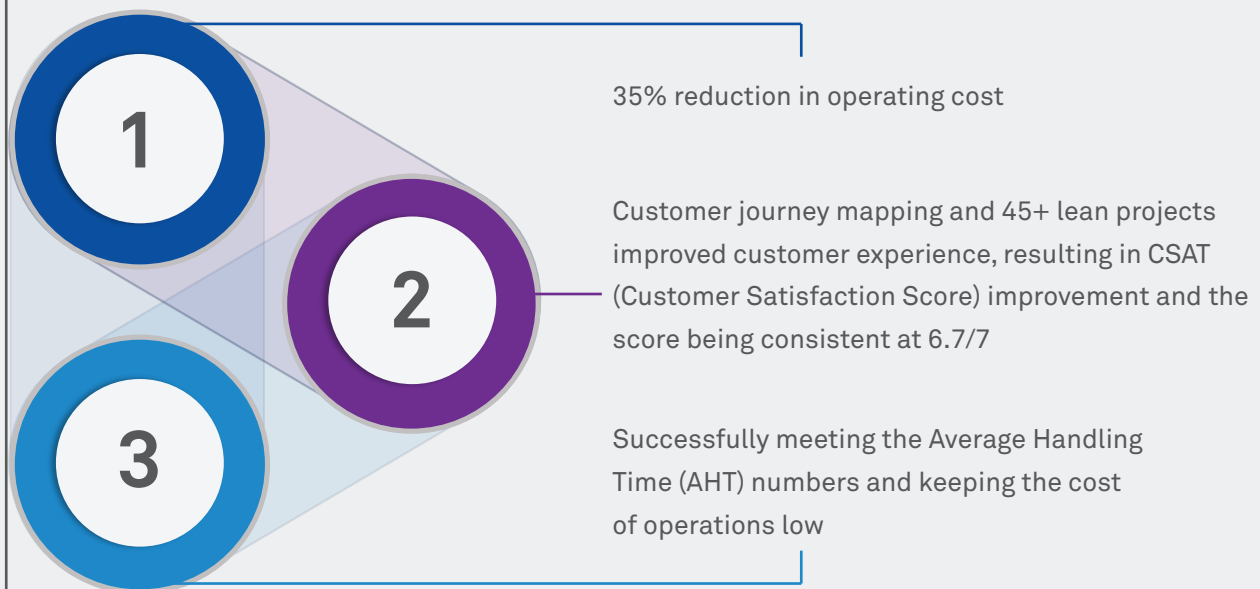
We delivered productivity and efficiency gains through continuous improvement, Lean, Six Sigma and Automation projects:

- We transformed the customer service by reduced dependency on human centric operations through assisted and self-service tools, chat bots, conversational AI, etc.
- Our sales initiatives led to high revenue per call, making the engagement a zero cost business for client
- We leveraged Next-gen technology platforms to improve First Contact Resolution (FCR) with proactive actions and issue resolutions



## Business impact

The client attained substantial increase in revenue through proactive sales-based activities. The Wipro solutions helped the client reap the following benefits:



“The client achieved \$5 Million BVM (Business Value Meter) benefits through Lean, Six Sigma & Automation projects”

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