

A man with a beard and glasses is kneeling in a server room. He is wearing a dark long-sleeved shirt and jeans. He is holding a smartphone in his right hand and has his left hand on a laptop keyboard. The server racks are filled with cables and equipment. The lighting is warm and focused on the man.

Service assurance for global telecom operators

Ensuring customer
delight in the new age
digital world

The emergence of highly complex technologies, coupled with increasing competition in developed regions, has made it imperative that Communication Service Providers (CSPs) preempt potential customer issues and respond quickly to prevent negative experiences. For this, CSPs need to adopt Service Assurance solutions.

Wipro's Service Assurance practice delivers up to 15% improvement across all customer experience metrics while reducing cost to serve. Our capabilities help CSPs meet consumer needs related to billing, technical support, customer service, and network fixers. We manage six of the largest telecom operators in the world.

Our customer experience services transform customer service by improving engagement across channels and reducing human dependency via assisted and self-service tools like chat bots, conversational AI, etc. To simplify processes, we leverage design thinking - disruptive insights, future vision, experience roadmap, design, and continuous improvement.

This includes analyzing the customer journey mapping (from inquiry to retention) and voice of the customer; benchmarking current and desired states; addressing pain-points and continuously monitoring implementation success. We leverage best practices, predictive analytics and sentiment analysis tools for proactive interventions. The parameters improved include : First Contact Resolution (FCR), unified user interface and proactive next best actions for better issue resolutions.

Key capabilities

Wipro's service offerings span across the end-to-end value chain and are aligned to the eTOM framework. Our key capabilities for Service Assurance:

Customer support

- L1-L4 customer support
- Product life cycle management
- SLA credits & disputes
- Warranty & replacements
- Proactive fault management
- Preventive maintenance
- Customer ordering patterns
- Billing disputes
- Complaint handling
- Upsell/cross sell

Technical support

- Reactive fault management
- Real-time troubleshoot
- Inquiry and request resolution
- Reverse logistics service
- Out of warranty support
- Complaint handling
- Software/hardware issues

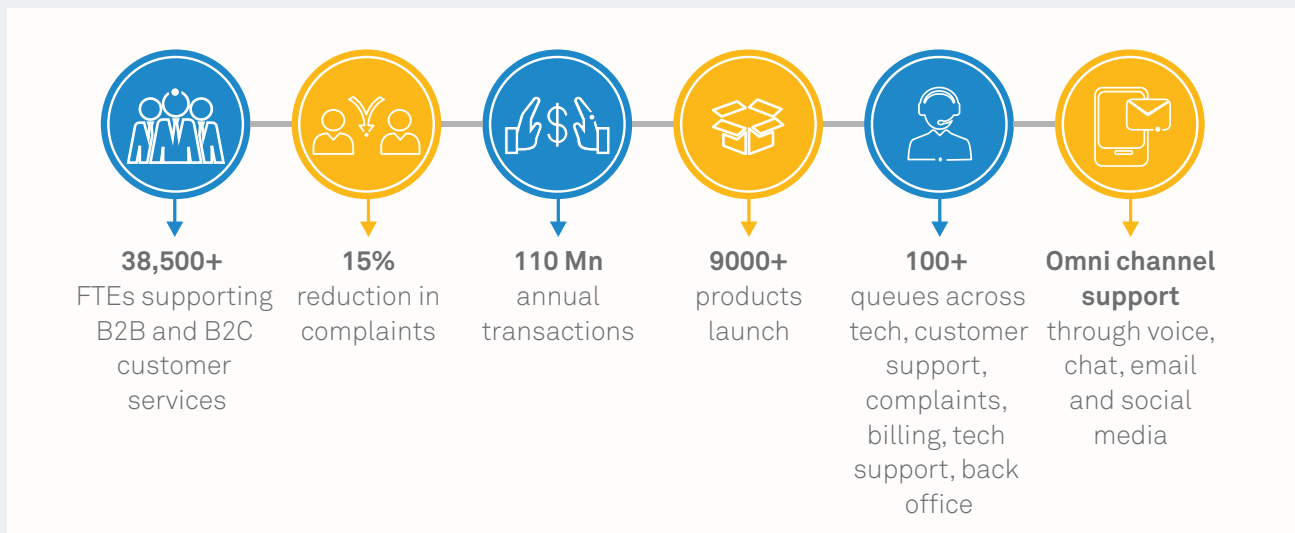
Field service support

- Product engineering
- Logistics
- Scheduling
- Execution
- Customer support
- Testing
- Store coordination



Wipro's Service Assurance practice delivers up to 15% improvement across all customer experience metrics while reducing cost-to-serve

Driving efficiency and speed through IP & frameworks



Features

- Managing customer support to delight customers with intelligent service
- Technical support for jeopardy management, L1, L2 and L3 support
- Technical service desk providing the first line of support for the customer - to interact with customers and identify solutions for minor IT issues, using basic troubleshooting skills
- Field service support for our B2C, B2B, wholesale, mobile, fixed line, cable, satellite and content operations
- **Wipro HOLMES™** – Wipro's integrated cognitive intelligence platform
- **ServiceNXT™** – Integrated IT service delivery platform
- **Base)))™** – Wipro's business process management platform
- **MFTaaS** – Managed File Transfer-as-a-Service
- **Insightix™** – Application lifecycle management
- **FixOmatic™** – End user service requests and datacenter operations automation
- **DEP™** – Wipro's hybrid cloud orchestration

Highlights

Wipro helps its customers drive speed and efficiency through its multiple IP & frameworks that include:

Success stories –

Client

Leading telco in the UK

Challenge

The client's compensation process was highly error-prone. Customers connected with the technical helpdesk and even before the customer helpdesk representative could fix their issues, they demanded compensation and received payment immediately. However, some of these were erroneous compensations, which resulted in more than 38% invalid spend on adjustments and waivers.

Solution

The client's compensation process was reengineered after a workflow analysis to streamline invalid compensations and curb the cost associated with it.

- Created a web application in the client server to centralize the compensation process and knowledge repository that helped reduce the time taken by customer helpdesk representatives

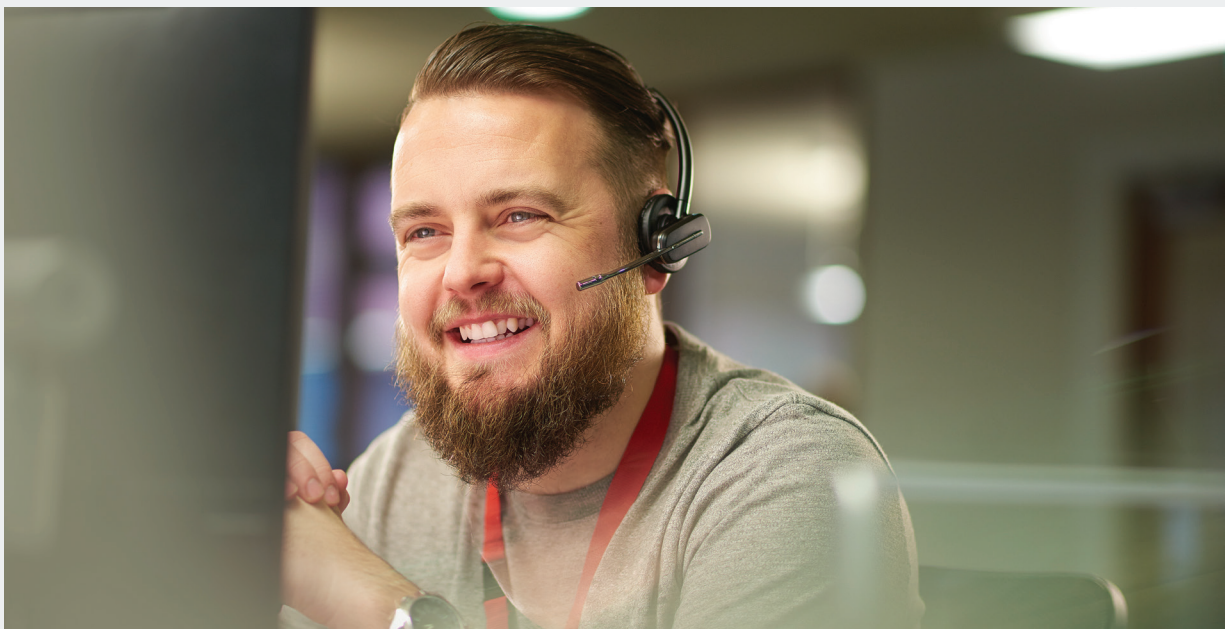
Wipro helps a leading UK based telco in reducing the invalid compensation claims by 71%

- Outlier management was implemented to help identify the people and focus on those who raised more compensation claims
- Refresher training on the compensation process was carried out
- An efficient validation process was implemented wherein all spend had to be validated by a supervisor

Business impact

Successful deployment of solutions helped the client to streamline its compensation process and avoid invalid costs associated with it. The holistic and robust scrutiny and approval process helped establish an effective approach to error-proofing and cost-cutting.

- Overall 71% reduction in invalid compensation claims
- Annualized direct savings of USD 1.28Mn



Client

Australian telecom service provider

Challenge

The client was looking to benchmark its NPS score which was at a low of (-) 40.67

Solution

Correlation analysis

- Identified direct relation of NPS with increase in sales and reduction of detractor scores
- Followed Six Sigma approach for sales improvement
- Sales missed opportunity analysis – DMAIC leveraged to identify the root causes for missed sales to non-availability hours, wrap time and response time
- Chat flow optimized and visual management implemented to improve sales

Wipro helps a leading Australian telco in improving its NPS score from -40.67 to +55

Text analytics approach for detractor reduction

- R Analytics leveraged to scrub 403 detractor chats – Chat Transcripts, Survey data and Agent disposition used as input to analytics engine to form a Pareto chart of chat driver wise data and root cause wise data.
- Wipro controllable root causes identified (42% attributed to agent issues) and solutions implemented

Business impact

Wipro's partnership brought multifold business benefits to the client including :

- NPS improvement from -40.67 to +55
- Sales improvement from 6.5% to 14%
- Increase in revenue for the client by an annualized amount of USD 254,000





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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 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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