



Transforming the
traditional retail
industry landscape



Is your retail business keeping pace with today's digital transformation? Is it as agile as the e-commerce companies that promise instant delivery of products and services? Is every aspect of your customer journey geared to satisfy evolving customer demands?

Businesses today need to be nimble enough to adapt to rapidly evolving markets and ever-growing customer demands. However, this involves reengineering and automating core processes to improve productivity, cycle times and quality. It's also crucial to have analytical intelligence and insights for strategic planning to drive better business outcomes and enhanced customer experiences.

Some of the typical challenges that retailers face include: Figure 1

As newer business models evolve to keep pace with the digitally empowered consumers, businesses are looking to drive IT and process transformation to create unparalleled customer experiences. Wipro's enterprise operations transformation embraces every crucial aspect of your business's delivery model— processes, analytics, automation, and customer experience— to increase agility, reduce operational risks, and enhance business value.



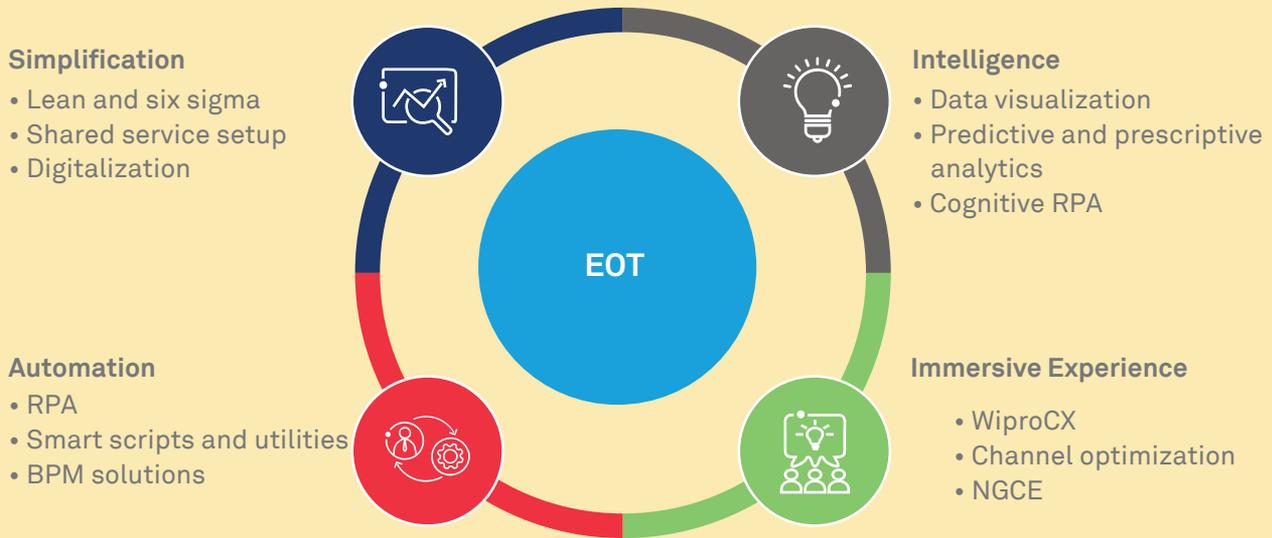
Figure 1: Challenges that retailers face

Wipro Solution: Enterprise Operations Transformation

Wipro's enterprise operations transformation framework ensures that you remain a step ahead of your competition in the retail space. Our experts analyze your business processes and requirements, and recommend the best fit solution that combines different elements from our offering suite - **simplification, automation, intelligence and immersive experience.**

Simplification

Traditional retailers who rely on complex processes underpinned by legacy systems find it extremely difficult to respond to rapid market changes. What retailers need is a way to untangle these complexities in order to become more responsive. Our domain experts analyze your processes and identify opportunities for process improvements, waste reduction and quality enhancement through process excellence methodologies such as lean and six sigma.



Automation

Robotic process automation (RPA) deploys software ‘bots’ that are programmed to mimic tasks that are repetitive, and follow a rule-based approach. This helps replace manually-intensive tasks. Our experts analyze your processes to identify use cases for automation aimed at maximizing ROI. This enables your organization to be more agile, responsive, and flexible, and drive better business outcomes.

Intelligence

Today, retailers have access to vast amounts of customer data that helps them not just understand buying patterns, but also respond to customer needs in real time. Wipro’s proprietary solution engine ‘Holmes’ combined with tools such as cognitive RPA can help you draw insights from transactional data across touchpoints. These cognitive RPA can help you draw insights from transactional data across touchpoints. These insights help predict consumer preferences and customize offerings according to your customers’ explicit as well as implicit needs. This, in turn, helps you upsell and cross-sell products and services.

Immersive Experience

Wipro leveraged its deep knowledge of contact center environments to create a solution that offers a 360° customer view to agents, enabling quicker and more accurate responses to customer queries. It allows businesses to leverage data generated through multiple touch-points to understand customer

preferences, buying patterns, sentiment, feedback, and much more. The solution helps identify opportunities and bridge any gaps between the company’s service delivery approach and customers’ growing expectations.

Case Study

- ▶ A leading semiconductor company facing challenges with journal processing
- ▶ 85% volumes come through during monthend period
- ▶ 84% data entry done through excel sheets
- ▶ 16% manual data entry

Wipro’s enterprise operations transformation experts identified automation opportunities in areas such as automatic template selection, automated data entry into documents, as well as ERP suite and email automation. This resulted in:

- 60% time saving per transaction
- 100% accuracy in robotic transactions
- Increased month-end volume handling capabilities, and fewer resource requirements (2 FTEs)
- Automated exception handling

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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 160,000 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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