



Wipro's Configure, Price and Quote (CPQ) Solution



Wipro's CPQ solution transforms sales process and increases sales revenues by streamlining, automating and improving overall customer's experience. It leverages our Enterprise Transformation Framework and enables guided selling with data-driven recommendations on products/services, configurations, pricing and deal scoring to win more deals at better margins.

100% quote accuracy with 30% reduction in cycle time



Reduce manual errors and efforts by streamlining, standardizing and automating CPQ process



Consolidates all the disconnected sales tools and systems by leveraging APTTUS CPQ tool (Wipro's strategic partner)



24 X 7 help desk support to sales team and global deal desk to manage partners' onboarding, quotes creation and margin analysis

Increase your sales effectiveness by leveraging digital quote management solution

Key benefits

- Real time updates of new product/ offers in the system
- **Streamline and standardize quote** and proposal creation by removing process leakages and waste elimination
- Centralized product and pricing information to enable a **single source of truth**
- **30-35% reduction in rogue discounting to improve deal margins**
- **7-25% growth in sales revenue**
- Provide an immersive experience to stakeholders (customers, partners, wholesalers) using **intelligent chat bot solution provided by our partner Avaamo** – deep-learning software company
- 20-25% increase in deal size through **cross-sell and up-sell**
- 5-10 bps improvement in **NPS (Net Promoter Score)** by providing accurate and timely response
- **Deal margin analysis** for your global deal desk team for special bids

Key features

APTTUS CPQ tool: Cloud based CPQ tool for creating real time quotes with 100% accuracy

Avaamo: Mobile app for resolving sales/customer queries on the go



Upto 30% reduction in manual effort through **Robotic process automation (RPA)**



Manage your global operations by leveraging **Wipro Base)))™ Core** (Case management, audit and QC management, automated allocation and prioritization, escalation and jeopardy management)



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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.

For more information, please write to us at info@wipro.com