

LET CUSTOMER EXPERIENCE LEAD THE WAY

Wipro enhanced scalability and optimized the Cloud ecosystem cost for a leading education software provider with Salesforce CRM



INDUSTRY LANDSCAPE

Technology is critical to providing today's students with a learning environment and opportunities beyond the classroom. Major players are adopting e-learning trends such as 'Computers on Wheels' (carts with wireless laptops), digital whiteboards and multiple types of devices including PDAs and student survey devices. Established organizations are looking to maximize the use of technology as a tool to enhance education.

CLIENT BACKGROUND

The client is a leading US-based education software and e-learning company that focuses on enterprise learning, software application and related services. They develop and license software applications and related services to over 2200 education institutions in more than 60 countries.

OPPORTUNITY

With growing need for customer support and services due to a multitude of product offerings, the client needed a support application that would enable service staff to improve their operational metrics like case closure rates and reduce case back-log. Owing to an expanding customer base and product portfolio, each business unit employed their own support application. For a unified customer experience, the client needed an integrated CRM solution that was:

- **Scalable and extensible**
- **Process aligned** - to improve agent effectiveness and efficiency in handling client cases and interactions
- **Cost optimized** - to reduce maintenance effort, upgrade activity and system downtime

“We have come a long way in our CRM modernization journey, and Wipro has been instrumental in helping us leverage salesforce.com in making it possible. Right from migrating PeopleSoft data to Salesforce, integrating it with multiple applications to provide a single source view across business units and improved customer experience by integrating and packaging our customer portal”

– Senior Director, Technology Solutions Group

THE SOLUTION

Wipro helped the client embrace process transformation with a CRM solution that addressed challenges arising from disparate processes, stickiness to legacy applications and lack of knowledge management. Salient features of the solution include:

- Re-alignment of service management business process across 4 client business units
- Integrated call center and customer portal with Single Sign-On capabilities to streamline support process and provide a consistent customer experience
- Custom solution for 'Article Lifecycle Management' of the knowledge base, which was extended to more than 7000 online users globally
- Leveraging extended cloud benefits - salesforce.com, Castlron, Amazon S3 and other ecosystem partners for an evolving solution at an optimal ROI

BUSINESS IMPACT

Significant benefits realized by the client include:

- **Consistent customer experience** - The self-service capability vastly enhanced and streamlined customer experience across channels
- **Enhanced scalability** - On-demand scalability to accommodate new product offerings and business acquisition related changes
- **Optimized Cloud ecosystem cost** - Reduced maintenance and enhancement cost, optimal OPEX based pricing to regulate expenses based on business demands
- **Improved case resolution efficiency** - Through aligned support processes across 4 client BUs

Salesforce CRM process transformation enabled the client to improve their case resolution efficiency and have a consistent customer experience across channels, along with the ability to scale on-demand at an optimized cost.

About Wipro's Salesforce.com Practice

Wipro has been a global salesforce.com partner for over 7 years, and has extensive experience in consulting and implementing business critical enterprise-wide solutions for its customers. Leveraging deep industry expertise, process capabilities, and cloud proficiency, Wipro has successfully delivered over 200 enterprise-class process transformation engagements, across industry verticals and geographies. Wipro has one of the largest pools of Salesforce experts supported by a dedicated Center of Excellence that focuses on developing innovative solutions, optimizing delivery frameworks, and enhancing user experience, to realize your 'Customer Company' vision.

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 57 countries. For more information, please visit www.wipro.com.

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