

DELIGHT YOUR CUSTOMER THROUGH ENHANCED VISIBILITY

Wipro helped a leading healthcare and medical services company achieve 60% improvement in pipeline visibility through a scalable CRM solution



INDUSTRY LANDSCAPE

People today lead a fast-paced, hectic lifestyle. They need emergency medical and travel services to be available and easily accessible at all times, everywhere. For a timely and effective delivery of such critical services, medical service providers need a CRM system that can empower them to be nimble and responsive and help them understand their customers better.

CLIENT BACKGROUND

The client is a leading international healthcare, medical, and travel assistance and security services company, that offers local expertise, preventive advice, and emergency assistance in more than 70 countries.

OPPORTUNITY

With large volumes of customer and transactional data, the client was looking for a scalable CRM solution that would ensure data quality and integrity. The client operated in multiple geographies and required a single integrated CRM that would enable fast and secure access of customer data, remotely, for its distributed sales teams. The client was also looking to improve their pipeline management, for better and accurate forecasting and revenue analysis.

The migration to salesforce.com CRM enabled the client to shorten the turnaround time and realize a 60% improvement in customer data quality and pipeline visibility along with a 40% increase in cross-sell and up-sell opportunities

THE SOLUTION

Wipro engaged with the client to address the gaps in their current CRM system and enable a smooth transition to Cloud CRM. Wipro implemented a Salesforce 'Sales Cloud' solution (including Account, Contact, Opportunity, Lead and Campaign modules). The CRM solution empowered sales representatives to access the application from remote systems without internet connectivity. The solution highlights include:

- A detailed plan to transition and migrate from existing on-premise legacy applications
- CRP based methodology, keeping adoption and change management in mind
- Duplicate data removal to help get a single source view
- Flexible report and dashboard generation for business users
- Real time integration with the downstream application
- Stricter authentication and Single Sign-On

The Cloud CRM system gave the client better visibility into their territory growth and customer segment across geographies, with added benefits such as:

- **Enhanced customer experience** - through a simplified user-friendly application
- **Improved data quality and security** - through various streamlined processes
- **Increased revenues** - via effective pipeline management
- **Faster turnaround time** - to deliver enhancements and changes

BUSINESS IMPACT

The engagement enabled global standardization of the client's sales processes by leveraging lead generation, qualification process and access to off-line data, all in a paperless environment. With more than 1300 client users across 68 countries using this salesforce.com CRM solution in a 24x7 environment, the migration enabled the client to shorten turnaround time and realize tangible benefits:

- **60% improvement** in customer data quality and pipeline visibility
- **40% increase** in cross-sell and up-sell opportunities via marketing campaigns

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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