

ENHANCE SALES VISIBILITY THROUGH PROCESS AUTOMATION

Wipro helped a leading network infrastructure solutions provider build a collaborative sales ecosystem through CRM innovation



INDUSTRY LANDSCAPE

The Telecommunications equipment industry's customer base is highly diversified, ranging from commercial businesses to government customers. Though spending on telecom equipment is generally considered non-discretionary, many end-customers have delayed plans to upgrade their telecom systems or purchase products during an economic downturn. Since 2011, the demand for additional bandwidth has been the market's underlying growth driver and is fueling the slow yet persistent growth in demand for new equipment from major players.

CLIENT BACKGROUND

The client offers leading network infrastructure solutions & intelligent software and has a comprehensive services practice for some of the largest and most sophisticated service providers, enterprises, governments, and research and education networks across the globe.

OPPORTUNITY

The client was running their global sales organization, with over 600 employees, on outdated systems. They needed a unified global CRM solution with end-to-end sales process automation that would:

- **Provide visibility into sales operations:** Help create effective global sales strategies
- **Standardize processes:** Eliminate instances of inaccurate sales information due to variability in sales processes globally
- **Increase revenue opportunities:** Minimize sales force turnover
- **Improve sales productivity:** Enable sales representative to spend more time selling rather than focusing on administration tasks

The global CRM platform resulted in enhanced customer experience, improved sales efficiency, increased customer loyalty and higher profitability.

The platform enabled the automation of customer interactions, targeted marketing campaigns and feedback mechanism, which led to complete process transparency of individual and organization business performance

SOLUTION

The client leveraged Wipro's strong process transformation expertise in CRM and end-to-end capabilities on Cloud. Wipro provided a comprehensive solution, from business process analysis and reengineering, to system implementation and post-production support. Based on a global CRM system built on Salesforce, the solution introduced:

- ♦ **A unified sales methodology:** Re-engineered business processes and CRM platform for a complete view of data for better decision making
- ♦ **Transparency and collaboration:** The solution allowed a complete view of data across the globe enhancing workforce collaboration using Chatter
- ♦ **Forecast accuracy:** Long and short term forecasts across multiple parameters like region, product, etc. for better product segmentation
- ♦ **Workforce utilization and automation:** A customized CRM platform for increased productivity by streamlining the entire sales process and introducing automated processes

BUSINESS IMPACT

Significant business benefits were realized through a unified CRM platform:

- ♦ **Increased customer loyalty and higher profitability:** The global CRM platform enabled automation of customer interactions, resulting in enhanced customer experience, increased customer loyalty and higher profitability
- ♦ **Enhanced collaboration between sales teams across borders:** The use of Chatter led the client to uncover hidden opportunities
- ♦ **Sales efficiency improvements as a result of:**
 - End-to-end process automation and analysis on salesforce.com
 - 'Anytime anywhere accessibility' through mobile enablement
- ♦ **Complete process transparency and visibility of individual and organization business performance**

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.

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