MNC enables 3 times increase in Digital sales with a contact intelligence data platform on Azure Cloud

Client background

Client: An American multinational corporation

Industry: Technology

Products or services: Computer software

Area of operations: Worldwide

Number of employees: Over 10,000

Challenge

The client wanted to build a new contact information database (Person Master) to house, cleanse and maintain its 'customer contact information' in order to enable a 360-degree relation management experience for its sales, marketing and support teams. The client was experiencing the following challenges:

- Poor output quality from the existing contact information database

- Inability to provide targeted marketing campaigns under stringent timelines

- Platform could not support the sales force beyond capturing contact on open opportunities

- Inability to accommodate frequent requirement changes to identity management and creation of golden records

Solution

Wipro created a robust and highly scalable 'Person Master' contact **data** intelligence platform leveraging Azure Cloud with the following functionalities and improvements:

- An upgraded golden record master which included new features–unique identifier for every customer, web services (REST API) to invoke new services, etc.

- Validation of new contact information and

The software company achieves 50% increase in the number of high-quality contacts and enables effective marketing campaigns

secured contact access for their sales, marketing and support teams

Business impact

With a new 'Person Master', the client can now manage and create high quality 'customer contacts' across all segments and geographies. They will be able to provide personalized, seamless and targeted marketing communication through uninterrupted (contact) data availability and deliver enhanced customer experiences. In addition, they **are** able to classify and manage their customer contacts data as a 'critical asset', lower data maintenance costs and, create a stronger data pipeline.

Key benefits

80% improvement in customer access (via phone) led to 3x increase in digital sales

30% reduction in high severity defects

Volume of high-quality contacts increased by 50%

28% on-line conversions due to personalized experience

"Wipro delivered a new 'Person Master' that provides high quality customer data and contacts for their sales and marketing teams, against stringent timelines. The engagement helped **in bringing** a radical shift in managing contacts and increasing on-line conversions through targeted campaign management."

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