

# Customer Service BPaaS

Seamless omni-channel customer experience, leveraging M2M and Analytics

A comprehensive customer experience strategy demands heavy investments. Disparate systems and operational processes are unable to meet the expectations of the new generation consumers who demand services and access to information anytime, anywhere.

Enterprises need to transform their customer service operations by lowering operational costs, and retaining the ability to dynamically scale operations linked to shorter product life cycles. Cloud-based solutions, global delivery and best-in-class business process outsourcing capabilities provide a high degree of flexibility to optimize their customer service operations. Service automation is being increasingly adopted to ensure seamless customer experience.

**To maximize customer value, businesses are looking for a solution that enables**

- A unified and seamless customer service experience across all channels
- A dynamic scalable model to manage end-to-end customer services, without a linear increase in operational costs
- Increase in service revenues and enablers to create differentiated customer service offerings

## Wipro's Customer Service BPaaS

Wipro's Customer Service BPaaS solution is a new generation 'omni-channel' customer service platform, with integrated service operations capabilities, to manage customer service interfaces across voice/web chat, email and social channels. The solution also combines M2M capabilities with the Salesforce Service Cloud, linking all aspects of customer service, powered by extensive analytics capabilities.

**Wipro's Customer Service BPaaS Solution** enables your enterprise to achieve:

- **Omni-channel customer communication** – For an enhanced user experience
- **Innovative business model** – A zero capex & transaction based pricing model with savings potential in excess of 30%
- **Dynamically scalable cloud-based application platform** – Combined with end-to-end process level service commitments
- **Improved decision making** – Leveraging the power of analytics
- **Real-time management of customer service perceptions** – Through integrated social listening
- **Focus on core business** – With access to on-demand customer service talent pools
- **Proactive service management** – Through M2M enablement

**Wipro's Customer Service BPaaS** helps you manage the entire customer service lifecycle, including customer care, asset/warranty management, contract management, field force management and service performance management, leveraging Wipro's global customer service performance management and operations capabilities.



## 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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