

**CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS PRACTICE**



Unleash  
the Power of  
Information

# Customer Centricity

is the focus of our  
CRM strategy



## The Opportunity

Emerging technologies are enabling development of innovative solutions in the CRM landscape. Innovations like SOA, grid computing and handheld technologies are providing new platforms to refresh the CRM program. CRM analytics is becoming pervasive across user levels, helping decision support processes.

The Global Delivery Model is providing significant cost benefits, greater value and increasing return on investments.

Do you really know  
your customer?

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Is your CRM strategy geared  
to absorb complexities of  
changing customer and  
market landscapes?

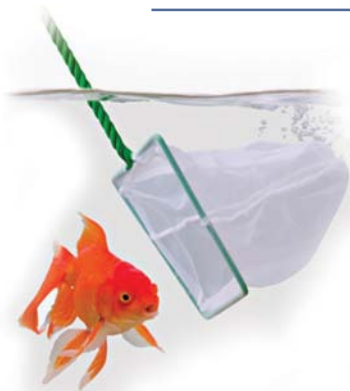
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Is your IT synchronized  
to deliver to this ever  
moving target?

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Are you constrained by  
budgets, time and  
resources?

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## What are the Challenges?

Defining a CRM strategy calls for a deep look at processes that add the most value to your customer - processes that can make you the partner of choice. It also calls for examining your customer-facing processes to identify those that could be streamlined to maximize your competitive advantage or operational effectiveness. A range of technology options available afford an architecture that is scalable, adaptive and potent enough to deliver. Above all, your business needs to be ready to make the change and hence make CRM work.

Defining (or re-defining) a CRM strategy is tough enough, but its execution presents additional challenges. You need to look for consistent execution excellence to ensure the strategy will keep working for you.

You need a  
good CRM  
service partner  
who can work  
with you to  
address these  
challenges.

## Wipro's CRM Services

### Consulting

- Business process consulting
- System audit
- Feasibility study & solution assessment
- Program definition services

### Implementation

- Models for global deployment
- CRM integration with other applications
- Better control & predictability for deliverables

### Analytics Implementation

- CRM analytics based data warehouse solution
- Methodology for data integration, conversion & migration
- Standard reporting templates

### Support & Upgrade

- Global support model
- Impact analysis
- Transition management
- CRM upgrade methodology

### Maintenance & Support

- Tool-based approach to reduce transition timelines
- Round-the-clock support to provide higher availability

## The Wipro Advantage

Wipro Technologies is a leading provider of Consulting, Systems Integration and IT services. Wipro has a Global CRM Practice.



Wipro helps customers define their CRM strategy and provides a perspective that comes from the experience of implementing CRM engagements in different industry verticals like Communications, Automotive, Technology, Securities, Insurance, Manufacturing and Consumer Goods.

Several mature Centers of Excellence around technology and business processes provide us with a solid platform to help customers architect their CRM landscape in diverse areas like loyalty management, CRM analytics or Fusion® middleware.

Wipro has an impeccable record of delivering CRM implementations and provides unmatched business value to customers through a combination of process excellence, quality frameworks and a mature Global Delivery Model.

We help customers through the CRM application lifecycle bringing in the right expertise, from strategy definition to application management. All of this helps customers keep a check on costs and get the best value for money.

### CRM Road Map

#### **For a leading Beverages Company**

Wipro made an assessment of the sales and marketing business processes and systems to draw up a CRM road map for consolidation on a Siebel platform. The defined road map enabled the client to significantly reduce the number of disparate systems (90+) to deliver key CRM capabilities.

### Siebel Upgrade

#### **For a large Insurance Company**

Wipro assessed usage of the Siebel platform and the sales business processes and provided a road map for upgrade. Wipro also provided a solution to de-risk the big bang upgrade through a phased pilot approach.

### Siebel Implementation

#### **For a leading Document Solutions Company**

Wipro delivered an integrated Call Center and Field Service solution based on Siebel, with integration to a handheld platform. This led to a substantial improvement in the productivity of the service organization and an increase in customer satisfaction due to proactive customer notifications enabled by the integrated solution.

## Why Wipro

- Delivering technology-driven business solutions for the past 25 years
- 46+ development centers, over 647 clients and 72000+ employees in 53 countries
- The world's largest independent R&D services provider and the world's largest offshore third party testing services provider
- One of the world's top offshore Indian BPO service providers & the largest offshore technology infrastructure management services provider
- The world's first PCMM and CMMi Level 5 company, and the first company outside the USA to receive the IEEE Software Process Award

## Applied Innovation

At Wipro we have fine-tuned the science of viewing innovation through the lens of practicality to design unique solutions for end customers. Applied Innovation is the ability to infuse newer ideas and newer ways of doing things into all parts of the organization, and improve business outcomes, often without major disruptive change. It is a 360-degree business approach covering process, delivery, business and technology innovations that help Wipro to work collaboratively with clients for cost take-outs, speed-to-market and new business opportunities. This approach is backed by a 25-year heritage in providing domain-intensive technology solutions and a solid delivery backbone with industry leading credentials and certifications such as CMMi Level 5 and BS 15000.

## Innovation @ Work

- A dedicated 'Innovation Council' that funds over 50 projects every year in areas of product, process and services innovation
- 55+ Centers of Excellence (CoEs) to develop domain-specific frameworks and solutions
- Plug-and-play technology IPs and patents to cut time-to-market for customers by over 20-25%
- Factory Model and other collaborative delivery models for 20-30% reduction in cycle time from demand to delivery
- Platform BPO for quicker solutions deployment, scalability and transaction-based cost management

## Awards & Ranking

- IQPC's Global Excellence Award 2007
- NASSCOM's Technology Innovation Award
- Everest Group's Outsourcing Excellence Award, twice in a row with Delta Air Lines and Nortel
- BusinessWorld's Innovation for India Award
- ASTD's 'BEST' Award, thrice in a row
- Dale Carnegie's Global Leadership Award
- IT Outsourcing Services Provider of the Year, National Outsourcing Association, UK
- Top Indian Outsourcing Provider, International Association of Outsourcing Professionals, USA, twice in a row
- The only Indian company in the BusinessWeek's IN25 'Champions of Innovation' list
- Top Indian outsourcing firm in the Global Outsourcing 100 rankings, International Association of Outsourcing Professionals
- A strategic partner to 5 of the top 10 most innovative companies in the world, Technology Review Innovation Index 2005

## Wipro Technologies

Stay tuned to <http://www.wipro.com> for latest webinars and papers on Wipro's host of CRM solutions.

### Consulting | IT Services | R&D Services | Infrastructure Services | BPO

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For more information on our CRM Practice please visit  
<http://www.wipro.com/webpages/itservices/eas/crm.htm>