

A woman with long, dark, wavy hair is shown in profile, looking down at a smartphone she is holding in her hands. She is wearing a light-colored, possibly white, top. The background is blurred, showing what appears to be an indoor setting with warm lighting and some colorful bokeh lights.

Wipro's Calls2Click platform

Personalised digital experiences
for utility companies

Wipro's Calls-to-Click platform is aimed at energy and utility companies, to facilitate their adoption of digital channels. The solution addresses the need for personalized interaction, for customers to embrace digital, and driving down cost-to-serve.



Toolkit for digital retailers to accelerate their customer experience journey



Microservices driven platform, to enable real-time integration with billing/meter-cash systems



Re-designed customer journeys using design thinking and contextualized for various personas

Core offerings

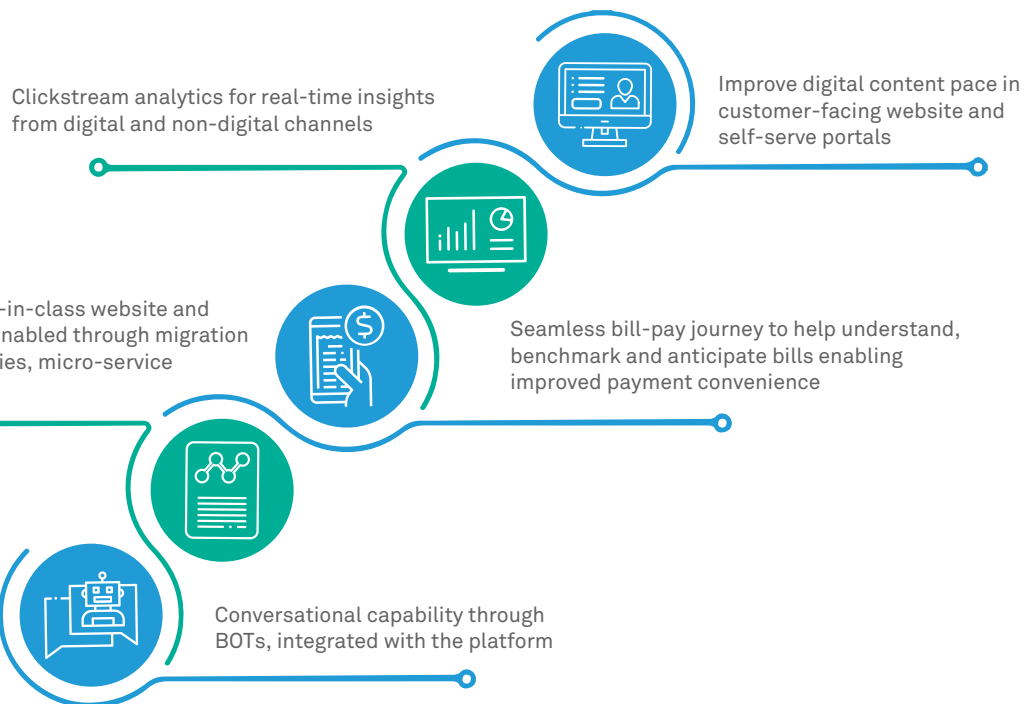


Best in class experience, delivered on an industry leading platform – Adobe – with a compelling commercial model



Omni-channel capability to enable customers to engage in a channel of their choice

Solution capabilities



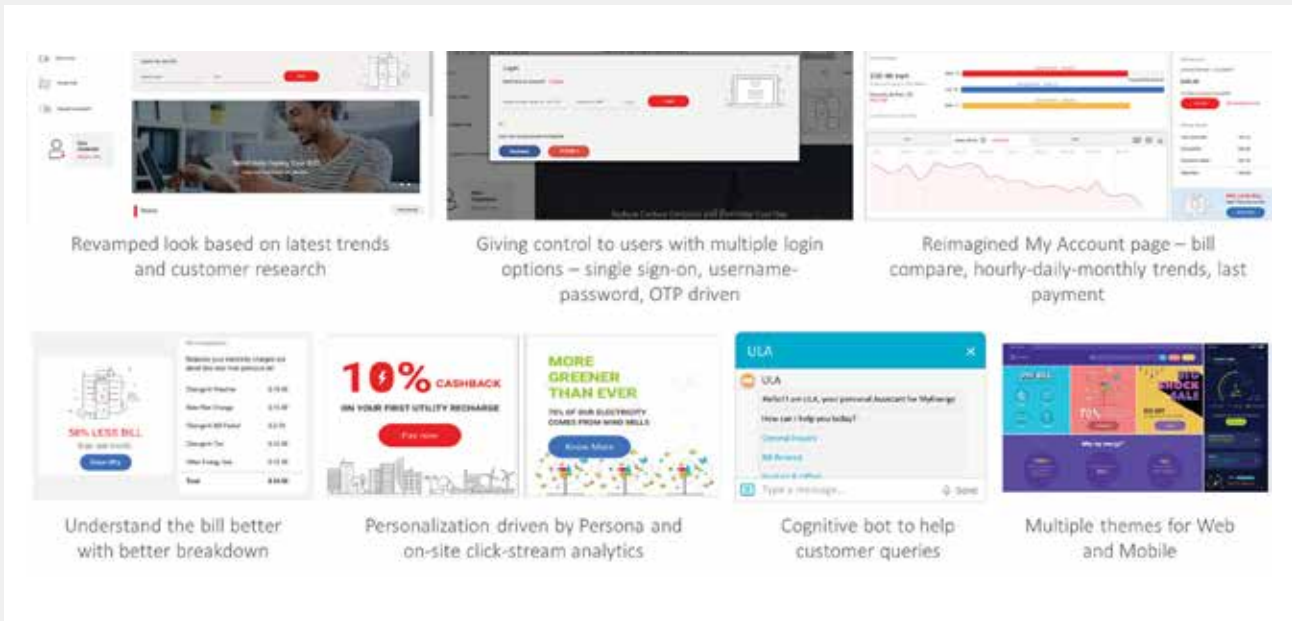


Figure: Snippets from the platform

Platform components

- Adobe experience manager
 - a. Sites and assets
 - b. Experience Cloud services
 - c. Adobe Analytics and Adobe Target
- Proven integration with billing systems of record through microservices
- Chatbot

Commercial constructs



The solution can be offered as-a-Service with both Cloud and on premise configurations, to significantly reduce CAPEX and lower TCO



Seamless migration of existing digital platforms (website/self-serve) to Adobe Cloud using pre-configured templates



Business-outcome driven financial models for marketing operations and digital channel adoption

A personalized on-the-go digital assistant enabling users to understand usage and manage their energy needs better through analytics and real-time monitoring



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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