

Wipro's Utilities Customer Experience (CX) solution

Improved customer experience across channels, optimized field service operations and increased employee productivity with

Wipro's Utilities CX solution built on Dynamics CX platform



Introduction

Today, the utility industry is struggling to understand the needs of their customers and gain a competitive edge through personalized campaigns and product targeting. They need to have a single system with a 360-degree view of the customer, along with their data and interactions history.

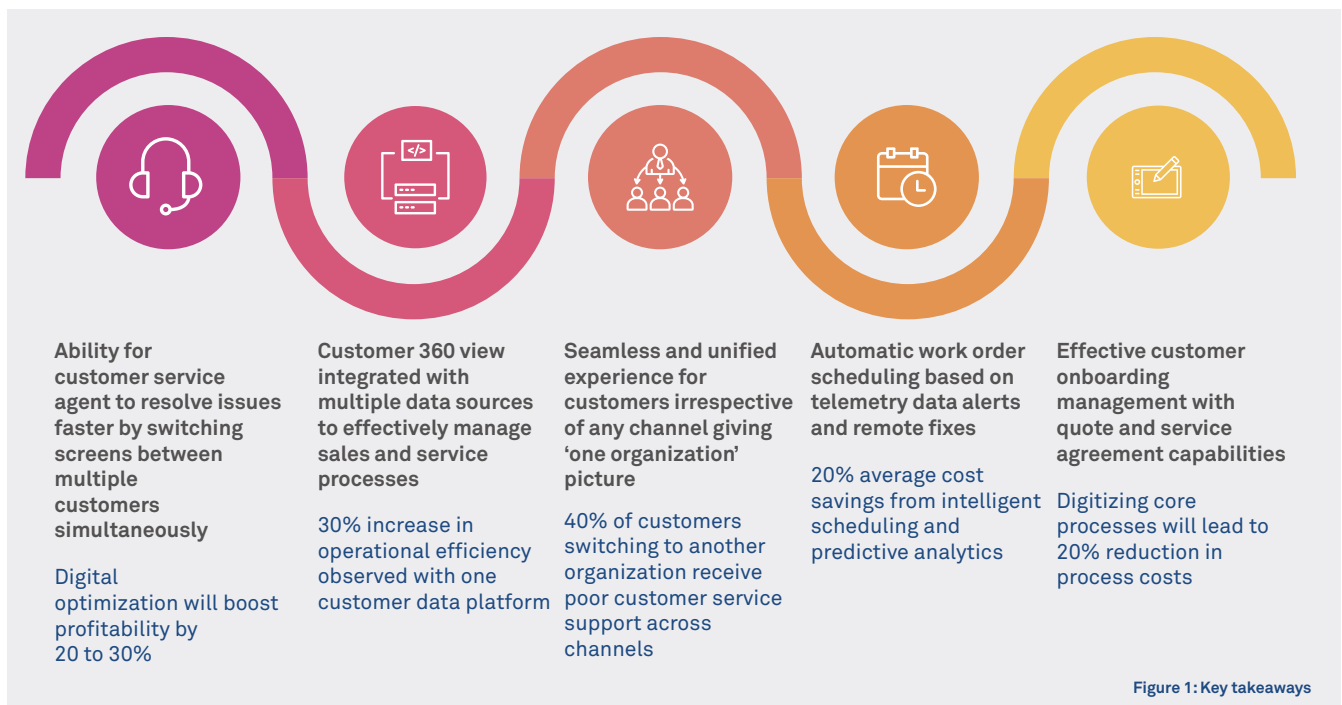
Moreover, rising customer expectations and the entry of new independent suppliers have compelled the utilities players to improve their services and provide seamless experience across all channels to retain their customer base.

The Solution

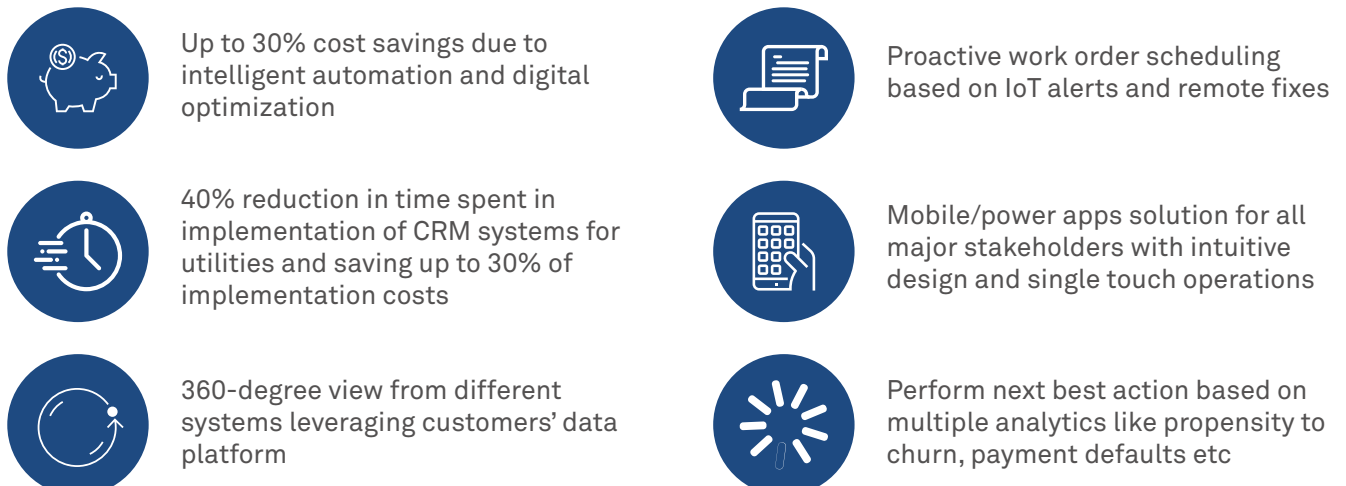
Wipro's Utilities Customer Experience (CX) solution, Built on Microsoft Dynamics helps:

- Unify their customer data from multiple sources
- optimize various business processes like customer onboarding,
- Streamline their field and customer service operations, enhance predictive and preventive analytics
- Personalize customer segmentation, and
- Automate marketing campaigns for effective omni-channel experience.

This solution also supports mobile apps for all relevant stakeholders to provide flexibility.



Benefits





Omni-channel support across various channels enabling seamless best-in-class customer experience



Predefined campaign templates and user journeys to support customer segmentation, model scoring, A/B testing, and process automation across channels



Remote collaboration and assistance to achieve operational efficiency



One stop solution for utilities organizations to:

- Increase their workforce productivity
- Optimize business processes
- Achieve effective omni-channel experience

Please reach out to dynamics.marketing@wipro.com for further information



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