Enterprise Operations Transformation

Astute. Agile. Automated.

enterprise operations transformation

wipro

The current state of affairs

With the advent of new-age and disruptive technologies, organizations across the globe need to adopt a fresh approach to improve efficiency, optimize costs, reduce cycle times, and enhance user experience in order to stay competitive and profitable. However, this requires transformation through the re-design of processes, organizational structure, and technology, involving heavy capex investments and long lead times, significantly impacting the returns on investments (ROI). The traditional approaches to business transformation and the siloed nature of the underlying practices have limited businesses from deriving maximum benefits from an end-to-end transformation. Such an approach needs to incorporate all upstream and downstream processes and business units.

The need of the hour - Enterprise Operations Transformation?

Organizations today need an effective response to the economic change in the environment. An new approach must integrate the evolving changes across different industries while considering the traditional transformation approach.

Targets end-to-end lifecycle challenges across the front, middle and back office processes in an integrated and seamless approach.

Exceeds the current industry benchmarks for operational excellence, performance and agility.

Focuses on achieving all round development by ensuring the best in-class experience for customers, employees & vendors.

Delivers on long term organizational goals and not just individual business unit objectives.

Ensures a disruptive and exponential growth pattern and Y-o-Y profitability.

Responds faster to ever-evolving market trends and consumer expectations.

Figure 1: Transformation re-engineered

What is Enterprise Operations Transformation?

Enterprise Operations Transformation is a modular framework based on the concepts of 'Simplification', 'Automation', 'Intelligence', and 'Immersive Experience' to significantly lower a client's capex and deliver rapid ROI. Covering all aspects of front office, middle office and back office transformation, the framework is aimed to drive lower cost to serve, improve revenue generation and enhance customer experience. With Enterprise Operations Transformation, Wipro addresses some key challenges such as lack of collaboration between IT and business teams, limited process visibility, large capex investments, disconnected decision making, and slow ROI for the process. Figure 2 provides an overview of the Enterprise Operations Transformation framework.

Simplification
- Lean and six sigma
- Shared service setup
- Digitalization

Automation
- Proprietary solutions
- Workflow solutions
- Smart script and utilities
- RPA

EOT

Immersive experience
- Wipro's CX
- Mobile first strategy
- Channel optimization

Intelligence
- Data visualization
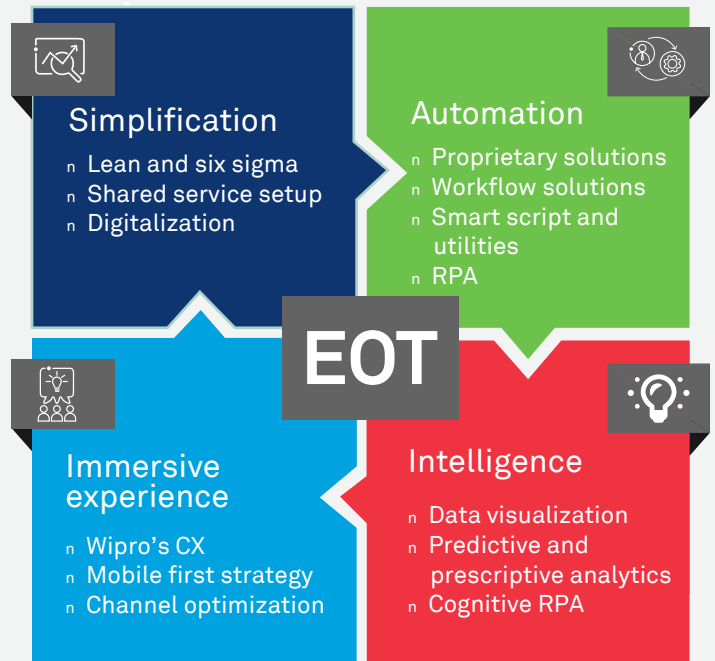- Predictive and prescriptive analytics
- Cognitive RPA

Figure 2: Enterprise Operations Transformation Framework

Simplification

Wipro leverages Lean and 6 sigma methodologies to identify and eliminate redundancy from processes, thereby reducing process cycle times and enhancing productivity. Another facet of simplification is digitization. Wipro's digital offerings have stimulated incremental improvements in tools and technologies that form the base of business process services. Wipro's automated knowledge management solution - Base))) ™ Harmony helps capture the 'as-is' business process, design the 'to-be' process, generate SOPs and project manage the entire transition.

Success story: Wipro enabled revenue protection of USD **3.6 mn and 33%** reduction in customer complaints for a leading telecom operator in the UK.

Automation

Automation enhances productivity and efficiency by eliminating routine tasks with standard workflows. In addition, the use of smart workflows driven by predictive analytics can help in Business Process Management (BPM) automation. With the use of cognitive automation that includes machine learning, Natural Language Processing (NLP), heuristic algorithms, and semantic ontologies, upto **50%** productivity improvement can be achieved. Wipro's automation suite is powered by:

- Smart process automation through smart scripts
- Wipro's proprietary platform Base)))TM focused on cost reduction and service excellence
- RPA solutions deployed through strategic alliances
- Wipro's home-grown Artificial Intelligence Platform – **HOLMES®**

Intelligence

We leverage analytics as a means to augment automation, allowing RPA to evolve into cognitive process automation or marry data with robots to make robots intelligent. Analytics is implanted in all processes to drive smarter, faster and more incisive decisions in enterprise-wide activities enabling sharper high-impact business decisions across customer acquisition, retention, support and fulfilment. Our services include Data Visualization, Predictive and Prescriptive Analytics, Cognitive RPA, and Smart Operations.

Success story: A large retail bank was able to reduce data management costs by **15%** while maintaining on-time delivery at over **97%.**

Wipro leveraged predictive analytics to increase customer service capacity, lower resolution time and lower support costs for a global telecom giant.

Immersive Experience

Superior customer experience is achieved through advanced predictive and prescriptive analytics. This provides a 360-degree view of customers across channels, allowing customers to drive the way they want their services to be enabled. Customer service agents are provided with real-time automated 'next best actions' to achieve not just higher levels of customer satisfaction but also enhanced customer loyalty.

Success story: A leading UK based telecom operator accrued **10%** increase in revenues within **9 months** of deployment, while bringing down interaction costs by **15%.**
Wipro improved first call resolution rate from **72%** to **85%**, and brought down average handling time by **50%** for a leading telecom operator.

Solution Components

Enterprise Operations Transformation involves the use of Lean and Six Sigma methodologies for simplification, RPA and AI for hyper-automation, home-grown intelligent platforms for analytics and next-gen platforms for immersive experience

Base))) ™

Base))) ™ is a hosted Business Operations Platform leveraging operations analytics, pre-built process libraries, business design and process management

Robotic Process Automation

Wipro has been at the forefront of adopting Robotic Process Automation (RPA) for our clients. We help automate client processes by designing 'Virtual components to manage today's complex business operations. Currently, more than 450 processes with **30 million** transactions are managed on the platform and help over 25 customers and 5,000 users. FTEs' through development of automation codes by Wipro programmers. The use of smart workflows driven by predictive analytics enables intelligent automation through knowledge-based RPA.

Next-gen Customer Experience (NGCE)

NGCE collates structured and unstructured data into a 360° view of the customer to create actionable recommendations in real-time and empowers customer service teams to respond proactively on every single interaction. NGCE helps in improving client servicing by bringing mobility into the business through intuitive dashboards. It is powered by game-changing technology combined with proven customer support expertise to deliver a superior experience.

Analytics

Wipro's Analytics provides an end-to-end solution starting with data, reporting and analytics to enable a complete view of internal systems and customers by analyzing data that resides both within your organization and outside. Analytics helps clients navigate the journey from information to optimization in order to enable better decision making.
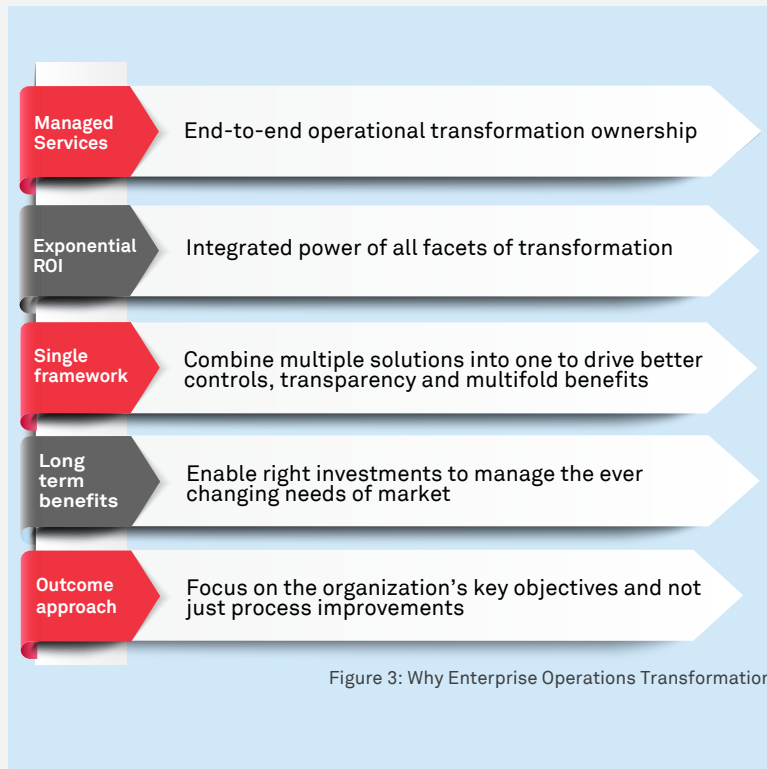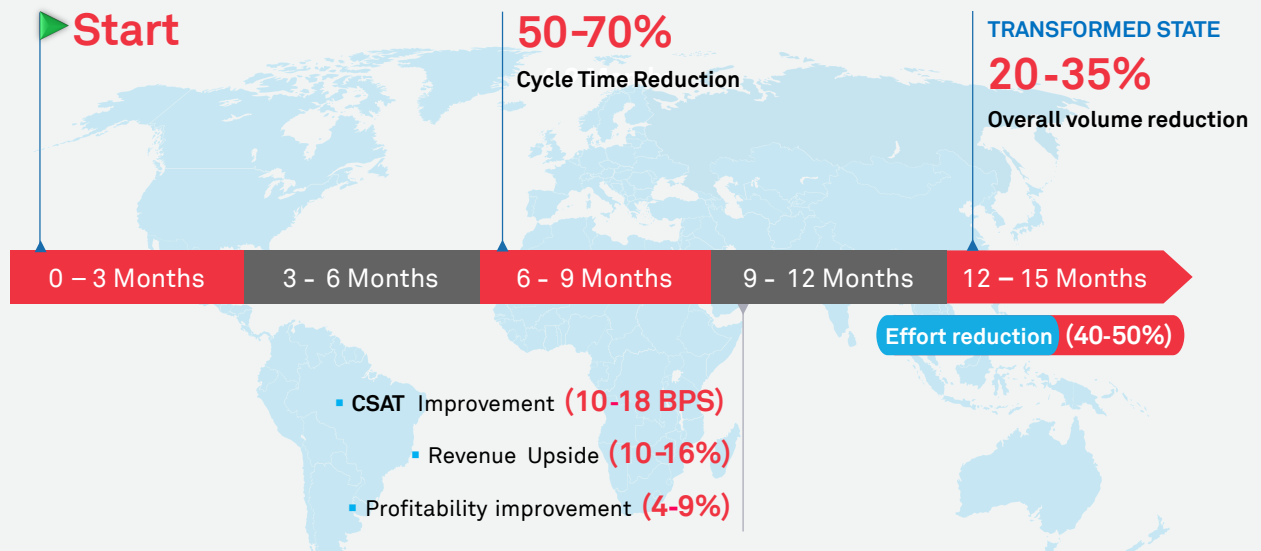
What is Enterprise Operations Transformation?

Managed Services	End-to-end operational transformation ownership
Exponential ROI	Integrated power of all facets of transformation
Single framework	Combine multiple solutions into one to drive better controls, transparency and multifold benefits
Long term benefits	Enable right investments to manage the ever changing needs of market
Outcome approach	Focus on the organization's key objectives and not just process improvements

Figure 3: Why Enterprise Operations Transformation

Start

50-70%
Cycle Time Reduction

TRANSFORMED STATE
20-35%
Overall volume reduction

0 – 3 Months	3 – 6 Months	6 – 9 Months	9 – 12 Months	12 – 15 Months

Effort reduction **(40-50%)**

- CSAT Improvement **(10-18 BPS)**
- Revenue Upside **(10-16%)**
- Profitability improvement **(4-9%)**

100% transparency and control with the client with mobile enabled interfaces of reporting tools

Figure 4: Phases of Enterprise Operations Transformation
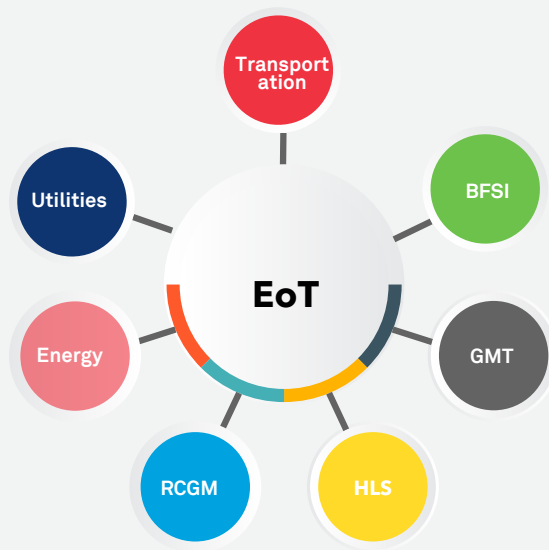
| BFS | Banking, Financial, Services & | GMT | Global Media & Telecom | HLS | Healthcare & Life Sciences | RCGM | Retail & Consumer Goods |

Figure 5: Industries serviced

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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 a dedicated workforce of over 170,000, serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information, please write to us at **info@wipro.com**