

A woman with blonde hair, wearing a grey blazer over a black top, is standing in a factory or industrial setting. She is looking down at a tablet computer she is holding in both hands. The background shows industrial machinery and a metal railing in the foreground.

Next Generation Customer Experience (NGCE) solution

Customer service transformation

Wipro's NGCE solution powered by IATA's New Distribution Capabilities (NDC) offers a customer service transformation technology. The solution leverages an analytical engine using structured and unstructured data to present a 360° view of the customer.

The integrated framework brings together customer service, personalized services, data analytics, IATA NDC, upselling and unified user interface.



NGCE empowers customer service teams to deliver best-in-class customer experience, by anticipating issues and providing real-time actionable recommendations over a convenient unified user interface.



The solution helps in taking better channel decisions, showing improved churn management and enhanced cross-sell and up-sell capabilities.

Key benefits

- Analytical engine using structured and unstructured data to present a 360° view of the customer
- Anticipating issues and providing real-time actionable recommendations over a convenient unified user interface
- NDC gateway to the external world – a standard being followed industry-wide so integration will be quick and easy
- Rich content and offers directly reaching to airlines direct sales, GSAs, OTA, travel agents, and travel management companies
- Loyalty program extended to all users through all channels
- Higher customer satisfaction with dynamic and personalized offerings
- Upselling – Selling onboard services like Wi-Fi, food, legroom, entertainment, class upgrades, etc. along with hotels, cars, train, etc.
- Reduced cost – Less distribution cost and a wide range of customer care support

Key features

- NGCE - Next Generation Customer Experience solution is well-integrated with IATA NDC
- NGCE solution provides integration with reservation/ticketing, frequent flyer management, standardization of processes and upselling of ancillaries
- Rich content and data analytics powered personalized offerings
- NGCE's next generation robust technology allows the integration of different suppliers (NDC, GDS, and others) in one platform

Wipro's alliance with IATA NDC Level 3 certified partner - 'Airlines Technology' is a win for all - Airline, Agents, Travelers



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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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