



Wipro CX Services in Retail and CPG

Vendor Assessment
Report Abstract

August 2019

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8 pages

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Who Is This Vendor Assessment For?

NelsonHall's Customer Experience Services in Retail and CPG report on Wipro is a comprehensive assessment of Wipro's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CXS and identifying vendor suitability for CXS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Wipro is focusing on digital transformation for CX services, rebranding the BPS unit to DO&P, investing in cognitive technology with a stake in the deep learning software company Avaamo, and the acquisitions of Designit and Cooper agencies.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro customer experience services offerings and capabilities, and market and financial strengths in the retail and CPG sectors, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery sites.



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Report Length

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