



Wipro Customer Experience Services in Travel, Transport, and Hospitality

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Customer Experience Services in Travel, Transport, and Hospitality profile 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 began providing customer experience services to the travel and hospitality sector in 2001 with delivery from India for a U.S. airline. It currently has ~3.5k customer experience employees in ten locations, supporting approximately ten clients including airlines, travel groups, logistics integrators, freight forwarders, cruise lines, and hotel chains. It delivers customer care, sales and bookings, claims management, loyalty and rewards management, and consulting and analytics. Its industry-specific offerings include irregular operations support, baggage desks, scheduling, cargo management, and ticketing over voice, email, chat, and social media. Wipro also provides geographical information services (GIS).

The company offers front and back-office services to the travel, transport, and hospitality sector, with ~21k employees in 24 delivery locations supporting ~60 clients.

Wipro utilizes a stack of proprietary tools for the sector covering customer experience, digital enablement, big data analytics, automation, and omnichannel delivery.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's customer experience services in travel, transportation, and hospitality offerings and capabilities, and market and financial strengths, 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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3. Key Offerings

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 - 4.1 Delivery Capability
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7. Strengths & Challenges
 - 7.1 Strengths
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Report Length

9 pages

Customer Experience Services in Travel, Transport, and Hospitality Vendor Assessments also available for:

Alorica, Arvato, EXL, Intelenet, InterGlobe, Mindpearl, Acticall Site1, Sutherland, TCS, Tech Mahindra, Teleperformance, TeleTech, Transcom, WNS