



Wipro CMS in Retail

Vendor Assessment
Report Abstract

September 2013

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7 pages

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail profile on Wipro is a comprehensive assessment of Wipro's CMS offerings for retailers and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve the retail sector and identifying vendor suitability for CMS 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

This NelsonHall vendor assessment analyzes Wipro's offerings and capabilities in customer management services in the retail sector. Wipro is one of a number of customer management or contact center services companies analyzed in this contact center services industry analysis for the retail sector.

Wipro is a publically-held company headquartered in Karnataka, India. It entered the BPO space with the acquisition of Spectramind in 2002, the acquisition was completed in 2003.

Wipro currently has one customer management services (CMS) retail industry sector client.

Wipro acquired its first CMS retail client in 2012: a U.S.-based global consumer electronics retailer. Currently, it is providing inbound customer-care calls for online and traditional stores of its CMS retail client, and is also responding to email inquiries. It is connecting interactions through multiple channels for this retailer as well as moving customers to online channels as it works to increase customer satisfaction (CSAT) by communicating with customers through their preferred channels.

Wipro's CMS offerings for the retail sector include:

- Customer experience:
 - Inbound customer care
 - Process improvement
- Multi-channel customer service and cross-channel integration:
 - Customer service
 - Customer relations and retention
 - Phone, IVR, email and chat
 - Social media
- Sales/revenue generation:
 - Phone, email and chat
 - Analytics-led selling
 - Up-/cross-selling

- Services to prevent shopping cart abandonment
- Collections
- B2C/B2B, early reminders to late-stage collections
- Technical support
- Level 1, 2 and 3 support for desktops, network and software.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's CMS offerings for retailers, capabilities, and market and financial strength, 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 locations.



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Report Length

7 pages

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CMS in Retail Vendor Assessments Also Available for:

Aegis, Sitel, Serco, Sutherland Global Services, Transcom, Teleperformance, Xerox Services