



# Wipro Industry Innovation Experience for Retail

Digital solutions at the speed of change

The future of retail is changing, and the technology you need to stay ahead of the curve is here.

In today's complicated retail landscape, the Wipro Retail Innovation Experience, built on the Microsoft Cloud, reimagines what commerce is today and what it can become.

The Retail Innovation Experience is designed to help you grow your business via:



### Meaningful experiences

Reimagine shopper journeys to strengthen customer loyalty.



### Intelligent stores

Build multidimensional retail locations.



### Smart supply chains

Create agile, resilient supply chains for on-time, profitable product delivery.



### Modern and sustainable enterprise

Future-proof with secure and sustainable operations.

## The Retail Solutions

iShelf Insights | Wipro Intelligence Contact Center | Unified Customer Intelligence | Smart-Track | Endless Aisle

## Wipro Intelligent Contact Center

Transforming a contact center into a value center through analytics



Contact centers face the challenge of keeping operational services flexible while adapting to evolving customer needs. To maximize customer satisfaction and operational efficiency, these centers need a generative AI advantage.

Wipro Intelligent Contact Center, built on the Microsoft Cloud, helps transform conventional contact centers into insightful, strategic centers. With AI-powered insights, this solution provides predictive analytics and actionable recommendations to drive tangible business outcomes.

It utilizes the Microsoft Retail Industry data model, drawing from industry best practices to accelerate time-to-market.

With Wipro Intelligent Contact Center you can:

- Enable customer and service organizations to understand customer needs, improve service levels, and drive loyalty and retention.
- Empower contact center managers to reduce call handling time, achieve higher agent productivity, and increase resolution rates.
- Increase customer lifetime value +10 to 20% with increased loyalty and targeted marketing.
- Increase net promoter score +5 to 10 with customer satisfaction and word-of-mouth promotion.

### FAQs about Wipro Intelligent Contact Center

#### How does it work?

- Intelligent Contact Center uses generative AI to provide real-time sentiment analysis, knowledge base optimization, and personalized recommendations.
- The solution analyzes operations performance, call transcripts, customer sentiment, and agent performance to improve service and efficiency.
- With predictive analytics, it can identify trends and personalize customer service for higher satisfaction and reduced churn.

#### What technology does it leverage?

Microsoft Fabric, Microsoft Power BI, Copilot for Power BI, and custom algorithms built by Wipro's analytics team.

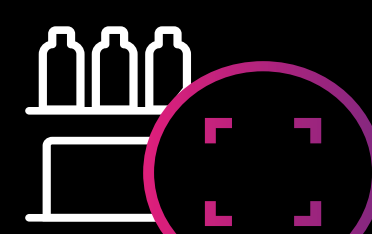
#### What systems does it integrate with?

Wipro Intelligent Contact Center can be integrated with a variety of platforms:

- E-commerce platforms
- Retail point-of-sale solutions
- Digital marketing platforms such as CRMs, campaign management systems, and customer loyalty platforms

## iShelf Insights

Planogram management reimaged with AI



Manual planogram compliance can be tedious and error-prone. Wipro iShelf Insights lets you see into your store shelves with real-time reporting, giving team members the ability to capture photos and detect if items are incorrectly placed or missing.

Associates can correct planograms in real time, ensure compliance across store locations, and save both time and money. And this can all be done on the Microsoft Cloud.

With iShelf Insights, you can:

- Boost productivity, reduce errors, and protect your brand.
- Make sure the right products are on the right shelves.
- Reduce negative customer experiences from missing or misplaced products.
- Decrease your carbon footprint by eliminating paper planograms.
- Photo-validate to the promotional signage level with 93 to 97 percent accuracy.
- Increase visibility for compliance and improve reporting for reliable audits.

### FAQs about iShelf Insights

#### How does it work?

- Validates planogram compliance via a smartphone.
- Lets team members take a picture of a store shelf, perform vision analytics, and generate insights about missing SKUs and incorrectly placed items.

#### What technology does it leverage?

The Microsoft Cloud, AI-based computer vision, and data analytics.

#### What systems does it integrate with?

iShelf Insights pulls product and planogram information from your source system (for example, your inventory management system) through an API integration or a CSV file. The solution can also be integrated into an existing mobile application.

#### What's the deployment process?

1. **Create a pilot:** You can begin with limited SKUs without enterprise integration to validate the solution's capabilities.
2. **Deploy:** From there, iShelf Insights can be deployed to your Microsoft Azure account. The timeline varies based on the scope and your dashboard and reporting requirements.
3. **Customize:** Wipro can help you integrate the solution into another system through customizations.

#### What's the training process?

Wipro's "train the trainer" program preps trainers within one week. End users can then be easily onboarded through an enrollment process.

#### Is this solution on Azure Marketplace?

Yes, learn more about [iShelf Insights](#) on Azure Marketplace.

## Unified Customer Intelligence

A single source of truth for data



When customer data is siloed, it's difficult—and time-consuming—to get accurate and complete insights. Wipro Unified Customers Intelligence, built on the Microsoft Cloud, combines data from all available sources (stores, customer interactions, and other internal sources with social media, product reviews, and other external inputs).

With this data, you can quickly analyze customer behavior, reduce churn, and create targeted campaigns and experiences.

Unified Customer Intelligence helps you:

- Gain consumer insights across the shopping journey with predictive analytics.
- Leverage intelligence to understand the patterns, causes, and areas of opportunity around customer churn.
- Offer hyper-personalized recommendations to improve the customer experience.
- Lift conversion rates and average order value with insights-driven marketing.

### FAQs about Unified Customer Intelligence

#### How does it work?

- Combines outside-in and inside-out data from internal and external sources
- Resolves duplicate identities and builds a single source of truth for customer data.
- Analyzes descriptive behaviors based on segmentation, topic affinities, and more.
- Provides predictive intelligence that analyzes feedback from product reviews and social media to predict future customer preferences and propensity for churn.
- Allows for activation and automation of personalized experiences and campaigns.

#### What technology does it leverage?

The Microsoft Cloud, Microsoft Azure Machine Learning services, Microsoft Azure Data Factory (for building data pipelines), Microsoft Power BI, and custom algorithms built by Wipro's analytics team.

#### What systems does it integrate with?

Unified Customer Intelligence is tech-agnostic and can be integrated with a variety of platforms:

- E-commerce platforms
- Retail point-of-sale solutions
- Digital marketing platforms such as CRMs, campaign management systems, and customer loyalty platforms
- Media platforms
- Contact centers

#### What's the deployment process?

1. **Conduct the pilot:** The initial assessment and pilot implementation take about three months. This starts by defining an initial scope, such as what data silos to include.
2. **Assess maturity:** In the first month, Wipro will work with you to understand what analytics and intelligence need to be built.
3. **Integrate:** Once the intelligence and analytics are built, Unified Customer Intelligence will be integrated with your landscape to get things up and running.
4. **Scale:** Wipro will partner with you to scale from there.

#### Is this solution on Azure Marketplace?

Yes, learn more about [Unified Customer Intelligence](#) on Azure Marketplace.

#### Is this solution on AppSource?

Yes, learn more about [Unified Customer Intelligence](#) on AppSource.

## Smart-Track

Real-time supply chain visibility



With a strained global supply chain, industry leaders are under pressure to protect the quality and integrity of their products—with their brand reputation and revenue on the line.

Wipro Smart-Track, built on the Microsoft Cloud, enables high visibility during end-to-end transportation to help transform supply chain security and reduce cold chain waste.

Smart-Track helps you:

- Improve consumer safety by tracking and monitoring temperatures during transit.
- Reduce product waste and damage due to tampering through real-time transportation monitoring.
- Reduce damage due to improper packaging, storage, and shipping.

### FAQs about Smart-Track

#### How does it work?

- Tracks temperature and humidity changes, shock and vibration movement, potential tampering, location data, and more through IoT sensors placed on items.
- Sends real-time data via sensors to the Microsoft Cloud that you can view on dashboards.
- Sends alerts regarding any concerning conditions en route.

#### What technology does it leverage?

The Microsoft Cloud, Microsoft Azure IoT, and more.

#### What systems does it integrate with?

Any retail systems that have an open platform, such as SAP, supply chain systems, and transportation systems.

#### What's the deployment process?

1. **Begin proof of concept:** Select containers and establish item hierarchy.
2. **Procure hardware:** Choose devices for the proof of concept.
3. **Install IoT devices:** Place sensors on items, packages, or containers.
4. **Kick off:** If no customizations are needed, you can start using the dashboards right away and be up and running in seven to ten days. The end-to-end process takes an estimated eight to ten weeks.

#### Is this solution on Azure Marketplace?

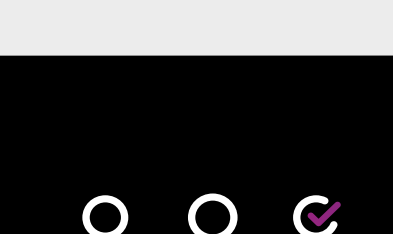
Yes, learn more about [Smart-Track](#) on Azure Marketplace.

#### Is this solution on AppSource?

Yes, learn more about [Smart-Track](#) on AppSource.

## Endless Aisle

The "buy anywhere, fulfill anywhere" solution



When items are out of stock in stores, you risk losing business. Wipro Endless Aisle gives shoppers access to your complete inventory across stores, warehouses, and products in transit, as well as across your partners and suppliers.

The solution also allows consumers to choose the most convenient shipping option—whether that's in-store pickup or home delivery.

With Endless Aisle, you can:

- Improve the shopping experience across channels.
- Make your physical stores a competitive differentiator in an omnichannel world.
- Reduce lost sales by expanding inventory availability.
- Drive sales and build loyalty.
- Start small and scale as needed.

### FAQs about Endless Aisle

#### How does it work?

- Leverages Microsoft Dynamics 365 for inventory orchestration to aggregate inventory data from all available sources (stores, warehouses, items in transit, partners, and more), and exposes that data in a single, in-store customer view.
- Allows in-store customers to see where items are available if they're not on shelves and then have them delivered to their homes or to nearby stores for pickup.

#### Where does it work?

- **In-store kiosks:** Endless Aisle is initially set up within stores for frictionless shopping.
- **Mobile:** The solution can also be used on a tablet by store associates or as part of a store's website experience.

#### What technology does it leverage?

The Microsoft Cloud, Microsoft Dynamics 365, and more.

#### What systems does it integrate with?

Any standard retail systems with the ability to expose data via existing APIs, such as SAP, inventory systems, supply chain systems, and CRMs.

#### What systems does it not integrate with?

Many retailers have legacy versions of systems that don't release APIs and only provide file-based integration. In this case, Wipro can help you move to the latest platform.

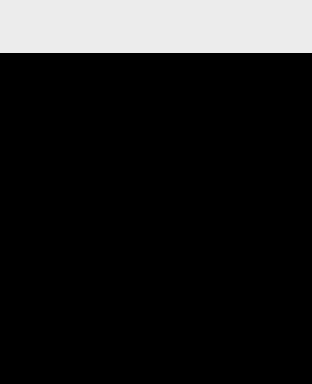
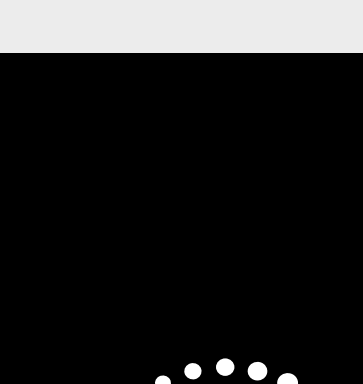
#### What's the deployment process?

- **Create a pilot program:** Wipro will help you identify target products and stores and choose an inventory or subset to start with.
- **Scale:** You can be up and running within a quarter depending on customizations and scope.

#### Is this solution on AppSource?

Yes, learn more about [Endless Aisle](#) on AppSource.

These five solutions are just the beginning of how Wipro is innovating on the Microsoft Cloud to fully transform the retail experience. With the tools and knowledge to inspire what's next, we can partner with you to customize new solutions and empower your business to thrive.



## Let's innovate together.

Please reach out to get started: [Contact Us](#)