



Wipro Industry Innovation Experience for Retail

Digital solutions at the speed of change

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 solutions

Wipro Intelligent Contact Center

Transforming a contact center into a value center through analytics

Contact centers are tasked with providing multichannel support while preserving the human touch. To meet evolving customer needs, these centers must keep operational services flexible and ensure a positive, personalized customer experience.



Wipro Intelligent Contact Center, built on the Microsoft Cloud, is an AI-based solution that goes beyond basic reporting. With predictive analytics and actionable recommendations, it empowers contact centers to maximize customer satisfaction, revenue, and operational efficiency.

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

- Leverage AI-powered insights to identify trends, improve training, and personalize customer service for higher satisfaction and reduced churn.
- Enable customer and service organizations to understand customer needs, improve service levels, and drive loyalty and retention.
- Assist customer support agents in resolving customer issues faster and improving first-call resolution.
- Support contact center managers in assessing quality of customer interactions and identifying areas of improvement.

iShelf Insights



Planogram management reimaged with AI

Manual planogram compliance can be tedious and prone to error. Wipro iShelf Insights lets you see into your store shelves with real-time reporting, giving retail associates 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.

- 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.
- Decreases your carbon footprint by eliminating paper planograms.
- Photo-validate to the promotional signage level with 93 to 97 percent accuracy.
- Increase data visibility for compliance and improve reporting for reliable audits.

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 searches, browsing, 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.

- 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.

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.

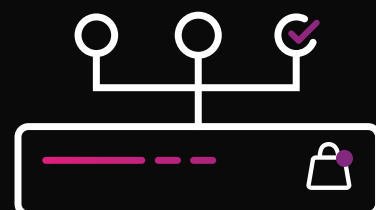
Wipro Smart-Track, built on the Microsoft Cloud, enables high visibility during end-to-end transportation to help transform supply chain security and reduce cold chain waste.

- 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.

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.



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

- 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.

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



Let's innovate together.

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