



Wipro Unified Customer Intelligence

A single source of truth for data

Get started



Overview

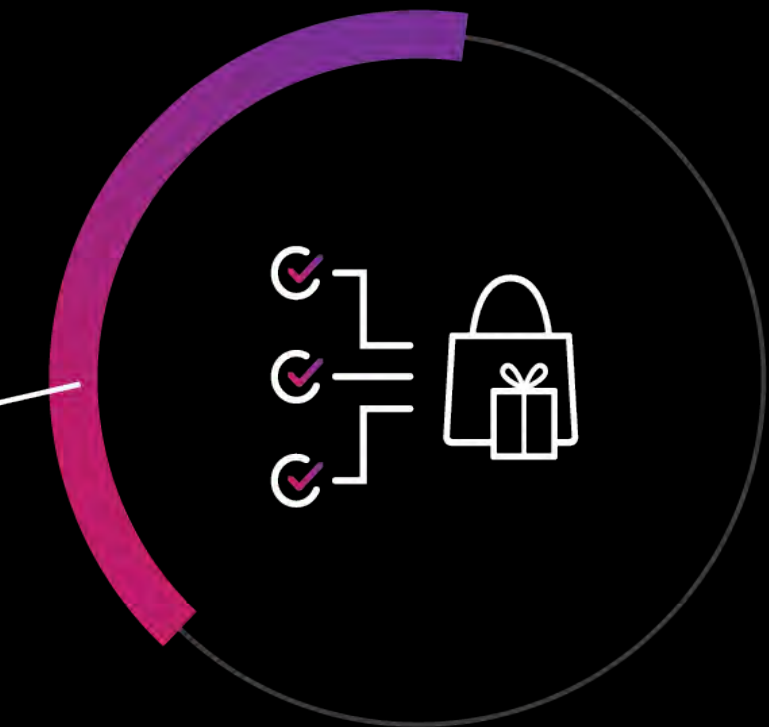
The retail reality

Siloed customer data means poor visibility into customer context, making it difficult and time-consuming to get accurate and actionable insights.

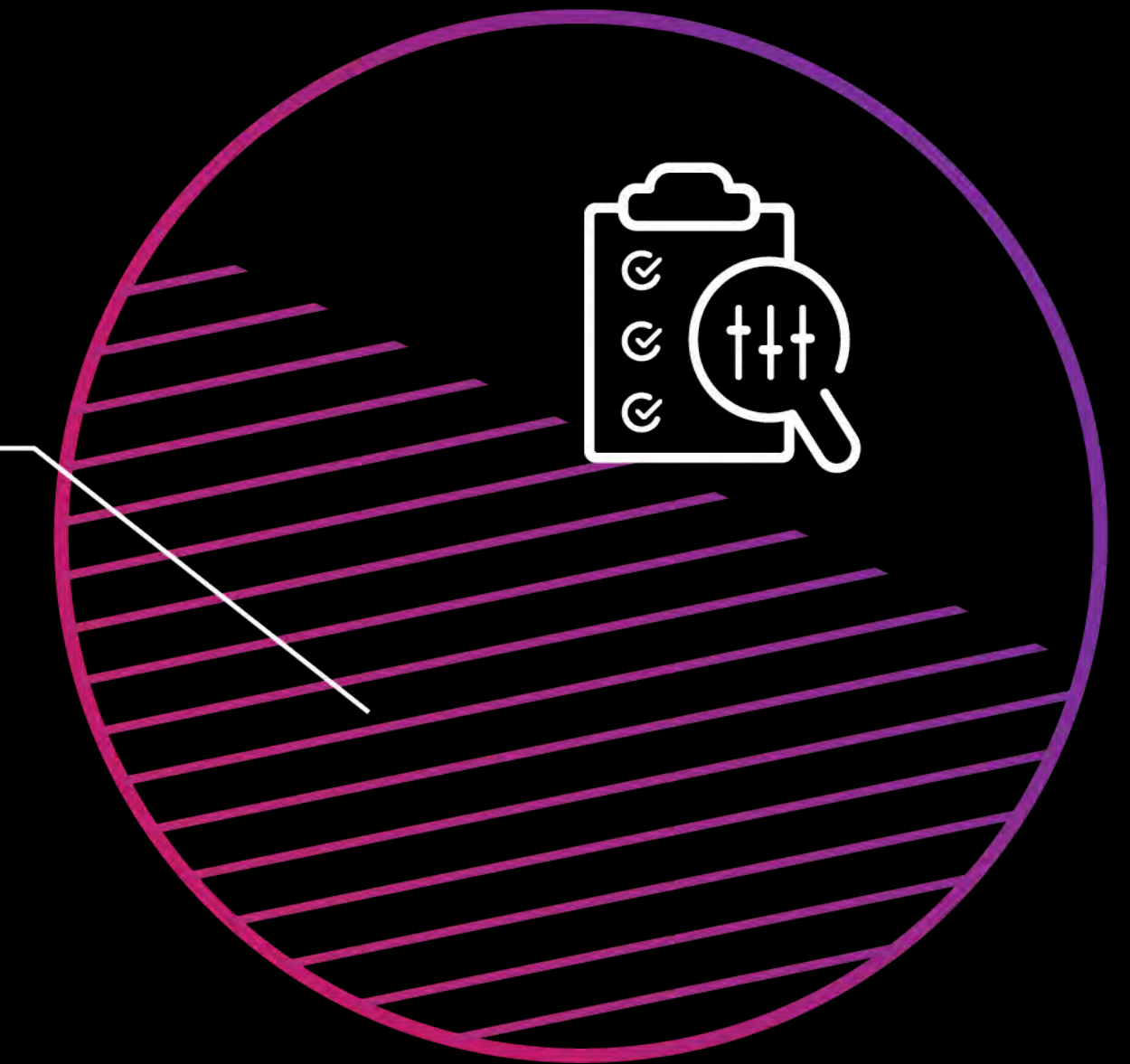
[Introducing Unified Customer Intelligence >](#)

Companies that excel at personalization generate

40% more revenue than those that don't¹



64% of B2B companies expect to increase investments in predictive analytics²



¹ Nidhi Arora and others, "The Value of Getting Personalization Right—or Wrong—is Multiplying," McKinsey & Company, November 12, 2021.

² Jochen Böringer and others, "Insights to Impact: Creating and Sustaining Data-Driven Commercial Growth," McKinsey & Company, January 18, 2022.



Wipro **Unified Customer Intelligence**, built on Microsoft Cloud, offers a single customer view that combines data from searches, browsing, social media, product reviews, and more. This enhanced customer intelligence lets you quickly analyze customer behavior, reduce churn, and create and test targeted experiences.

Here's how it can help >



What challenge can Unified Customer Intelligence help you solve?



Lack of personalized marketing and support threatens loyalty

Help your marketing manager offer targeted customer recommendations.

[Learn more >](#)



Siloed data makes it hard to glean actionable insights

Empower your CMO to better understand his customer.

[Learn more >](#)



Meet Jada

The Marketing Manager

Challenge

Lack of personalized marketing and support threatens customer loyalty

Company sales are down. Jada knows that they're losing business to competitors who are building customer connections by testing and personalizing their messaging.

What's the insight? >



Challenge



Insight



Solution



Insight

Customer loyalty is impacted by impersonal service

See the solution >

71% of consumers expect companies to deliver personalized interactions¹

Companies that personalize their communications are **78%** more likely to get repeat customers¹



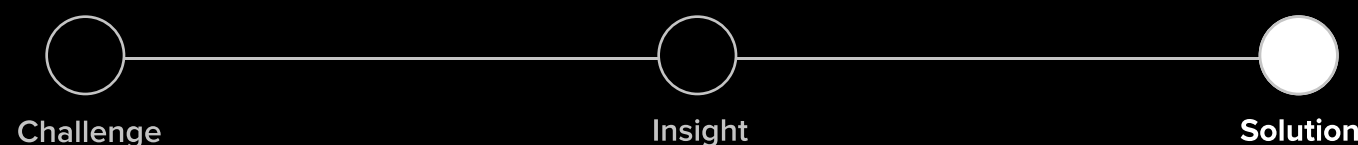


Solution

Unified Customer Intelligence helps you personalize the customer experience

When a customer's foundation is out of stock, Jada uses UCI to leverage data and create an online cross-sell that suggests several brands similar in shade that align with her value of sustainability. Since the ad also offers a discount to try them, the customer finds a new favorite and stays with Jada's company.

[See another use case](#)





Meet Alan

The CMO

Challenge

It's time-consuming to glean actionable insights from disparate customer data

With increased inventory and cautious shoppers, Alan's marketing team is tasked with creating targeted campaigns to increase sales leading up to the holidays. But it takes too much time to jump between tech platforms in order to compile accurate and complete customer insights.

What's the insight? >



Challenge



Insight



Solution



Insight

Consolidating data makes it easier and quicker to get to know customers better

See the solution >

91%

of retail marketers

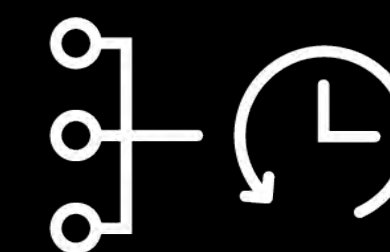
want to get to know their customers better, but spend most of their time preparing and segmenting data³



41%

of in-house marketers

at retail brands lose time moving among different technologies³



³ Retail Roadblocks: The Challenges Holding Retail Marketers Back in 2021, Emarsys, 2021.



Solution

Unified Customer Intelligence removes silos and offers a single source of truth for customer data

Now Alan and his team can quickly access the intelligence compiled from myriad sources to build a targeted and successful holiday campaign. Even better, Unified Customer Intelligence seamlessly integrates with the company's preexisting systems.

[See another use case](#)

