

6.8 Million USD Business Value Created through Client Wipro Partnership



Business Impact

- Business value of \$6.8 Million delivered in the first quarter of FY13-14.
- 40% reduction in repeat complaints.
- Approximately 2.5 Million INR revenue to Wipro.
- Additional business for six FTEs, leading to an increase in business.

The Client

The client is one of the world's leading telecom service providers, providing niche Telecommunications, Internet and Mobile services to businesses and consumers.

Business Situation

LOB – Knowledge Services

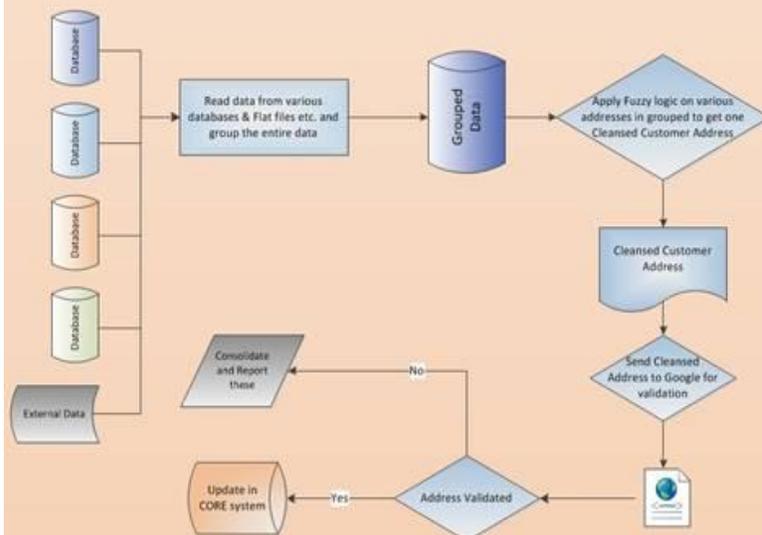
- Client uses multiple disparate legacy systems to support operations.
- Multiple, incomplete, non-uniform and incorrect addresses of the same customer in different systems leading to repeat complaints, which impacted customer experience and led to increase in escalations.
- Huge revenue leakage due to increase in operation/support cost.

How We Helped

- Address Cleansing Solution developed by Wipro to tackle the business challenges. Successful project delivered in four months.
- Customer addresses extracted from multiple disparate systems.
- Fuzzy logic used to create one complete address.
- Address validation using Google's Geocoding API.
- Once validated the final correct and complete addresses exported and updated in all the systems.
- Central repository of customer masters created with complete, standardized and correct customer addresses.

ACT (Address Cleansing Tool) - Workflow

Correct address & uniformity is a key factor in Orange that gives an edge to the telecom provider. Therefore, it is imperative that the addresses are maintained uniformly & correct throughout different databases so that the fault can be easily tracked and maintained. It results in better efficiency in managing the overall network.



Replication Opportunities

Accounts where we create Parts/Engineer Dispatches:

- Retail Accounts
- Telecom
- Manufacturing and Hi-Tech

For further information, please contact:

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