



LEAP AHEAD FROM INSIGHT TO FORESIGHT

Consumer & Retail Insights

Wipro Consumer Goods

Wipro Consumer Goods has over 2500 consultants who are actively engaged with top CG companies. With an expertise that spans across Business Applications, Integration, Consulting, Infrastructure and BPO, Wipro has a full array of technology solutions and services that cater to the total value chain; right from the point of procurement to the point of production/processing till the point of sale..

About Wipro

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" – helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation and an organization wide commitment to sustainability.



BRINGING CONSUMERS
CLOSER TO YOU

Providing marketers with a best in-class platform to deploy digital marketing capabilities

To stay ahead in today's world, marketers need innovative ways to understand, collaborate, reach and influence consumers who are fast embracing the emerging channels. Wipro Digital brings the best digital talent and platforms together with emphasis on Digital Marketing and Consulting.

Marketing Ecosystem Shift

Marketer Shift from Traditional to Digital Channels

- Shift from mass-marketed, one-channel, one-way, company-driven campaigns to multichannel, measurable, interaction-driven campaigns

Buyers Pattern Shift to Digital Channels

- Empowered customers behaving in new ways
- Catalysts like social media, real-time access to information and the growth of mobile devices are redefining what customers expect
- Customer expectations for relevant, personalized and consistent interactions are soaring

The market ecosystem shift is making it imperative for organizations to rethink their marketing mix in this digital decade.

Currently enterprises are looking for innovative ways to:

- Empower and collaborate within and outside the organization to shape the brand experience
- Increase consumer reach and manage consistent brand experience across digital channels
- Execute interactive, multi-channel campaigns simultaneously while working across disparate systems for multi-channel delivery
- Listen to conversations on social channels, engage communities and influence them with contagious ideas
- Measure and optimize marketing spend

To achieve the above goals, enterprises have to leverage on multiple technology investments to address marketing planning, campaign management, e-commerce, web content management and analytics across marketing operations.

Wipro has developed the framework to enable organizations in implementing their digital program through scalable and integrated digital marketing platform – Wipro Reach.

The framework enables enterprises to stay ahead in the digital race by providing consistent brand and digital experience, better targeting capabilities across channels, optimization of marketing budgets and social listening.



Wipro Reach

Integrated Solution

Wipro Reach is an end-to-end integrated digital marketing framework targeted at digital marketers, enabling them to implement their digital marketing programs in a faster and efficient way.

Wipro Reach enables organizations to realize their marketing goals by leveraging on the best practices in the areas of campaign management, multi-channel publishing, web content management, digital asset management, web and social analytics.



Comprehensive Platform

Wipro Reach is a comprehensive platform addressing the needs of a B2B and B2C marketer. Based on a concrete technology foundation, Wipro 'Reach' offers a robust set of functionalities across customer experience channels.



Multi-channel Campaign Management

Wipro Reach enables brand managers and marketers to create, target and deploy effective multi-channel campaigns across web, mobile and social channels. Wipro Reach empowers marketers to become more insightful, engaging and accountable. Additional features include re-usable digital assets, approval work-flows and quick & efficient deployment channels.

Customer Communication Management

With Wipro Reach, marketers can create relevant, effective and engaging communication experiences with their customers and prospects across digital and traditional marketing channels.

E-mail Marketing

Our capability allows you to manage the entire lifecycle of e-mail communication including analytics and improve customer loyalty by means of highly targeted and personalized communication.

Analytics

Wipro Reach provides web and customer analytics to measure campaign effectiveness and performance across channels. It provides a dashboard view of key online metrics and in-depth reports, enabling campaign optimization in real time.

E-Commerce Integration

Our platform integration with Wipro E-commerce platform Encore provides ecosystems managed e-commerce services focusing on four disciplines (Market, Manage, Analyze and Transact) of the multi-channel enterprise.

Collaboration

Wipro Reach enables organizations to collaborate in the ecosystem of stakeholders through a unified system of enterprise collaboration tools. Real-time updates result in faster decision making in a robust real-time collaboration space.



Service Offerings

Wipro Digital brings the best digital talent and platforms together with emphasis on Digital Marketing and Consulting. Wipro Reach enables customers to realize their marketing goals by leveraging best practices in the areas of Campaign Management, Collaboration, E-Commerce, E-mail Marketing, Multi-channel Publishing, Web Content Management, Digital Asset Management and Social Media Marketing & Analytics.

Our proprietary 'CRISP & READY' consulting framework addresses key areas of an end-to-end Digital Marketing Strategy and Technology planning.

Wipro Reach Benefits

- Improved Brand Positioning
- Faster time to market for new campaigns
- Reduced campaign costs by reusing marketing assets
- Optimized campaigns based on social web and mobile analytics
- Rich customer experience across all digital mediums
- Integrated campaigns leading to higher brand recall

Success Stories

Global Publishing Platform for Oil E&P Major

Wipro helped bring about control & standardization in communications across the global content publishing platform, by helping the client listen and respond to social buzz and influence perception. Benefits realized include:

- Consistent brand message across the globe
- Reduced campaign launch time to 3 days
- Enabled multi-channel publishing from single platform
- Annual cost savings of US\$ 10M in managing application & technology infrastructure

Global Consumer Electronics and Media Giant

Wipro helped a global consumer electronics giant having multiple brands in various geographies, leverage the power of social channels to engage and retain customers. This enabled them to define a new customer base by reaching out to a new generation of customers

Wipro undertook a complete assessment of the organization's social presence and conceptualized and implemented a strategy for their social media analytics. Benefits realized include:

- The client realized the greater control over their social media channels
- Rationalization of Digital Marketing spend
- The client was able to understand the organization's relative presence in Social Media channels to identify strengths/areas of improvement