

<u>Customer</u> insights-Retail

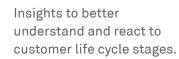
Using Wipro's Data Discovery Platform

> Marketers need to generate quick insights by harnessing customer, transactional and digital data generated from various sources including point-ofsale systems, mobile devices, and social platforms, to make informed decisions in today's connect world. Wipro's Customer Insights solution provides a comprehensive suite of insights and advanced analytics that provide a better understanding of customers and enables improved decision-making for customer interactions with retail and CPG firms.

An integrated proposition to address all the objectives of customer analytics



Persona-based insights with actionable recommendations and alerts for improved decision-making.



Key features



Packaged descriptive, predictive and prescriptive domain agnostic algorithms sit on top of a best-practices-backed customer data model.



Best-in-class analytics techniques and methods can uncover real time deeper insights interconnected across the customer life cycle.



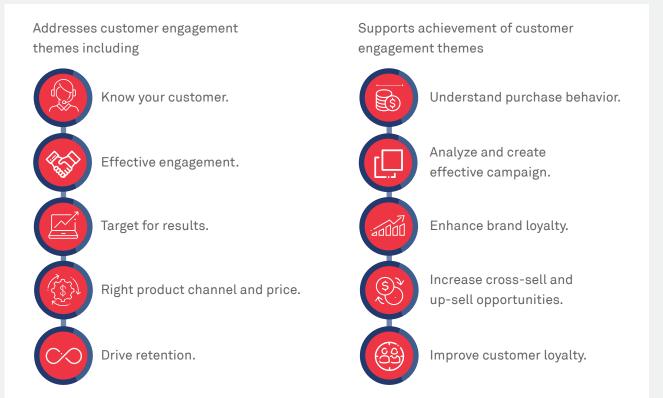
Pre-built data models to achieve single view of data by harmonizing structured and unstructured data.

Data Discovery Platform architecture provides an integrated platform to capture and manage data to generate pertinent insights through advanced analytics, offering price, performance and time benefits.



Insights mapped to enable buyer needs.

Key benefits



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comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information, please write to us at info@wipro.com