



YOUR SERVICE[®]

CLIENT CASE STUDY

Wipro Technologies

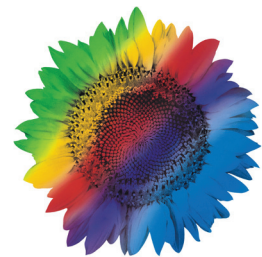
Wipro Technologies, a division of Wipro Limited (NYSE:WIT), is amongst the largest global IT services, BPO and Product Engineering companies. Wipro has always been a pioneer in adopting several improvement methodologies – from Six Sigma to Lean to Kaizen, to enhance the efficiency of its processes. In keeping with this tradition, Wipro partnered with UP! Your Service to bring in a service culture, and provide support in its journey to being a ‘Proactive, Value adding, Service Partner’.

Wipro had domain and technological expertise, but needed a way to get the entire organization to develop a service mindset in order to deliver an excellent experience for customers.

UP! Your Service began working with Wipro in 2008 as part of

an organization-wide Customer Centricity initiative. After a series of successful pilots, Wipro deployed complete educational programs into their top 30 customer teams. Core modules were also implemented for the rest of the organization, including developers and software engineers who, typically, do not interface directly with customers.

Within 18 months, Wipro significantly raised customer satisfaction scores of all 30 key accounts. Wipro’s efforts have been so successful the company is now widely regarded for “Customer Centricity” thought leadership and domain expertise. Wipro continues to scale these educational programs into the organization as part of continuous education and reinforcement of a service mindset.



WIPRO
Applying Thought

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