



# Azure Communication Services (ACS)

Realize the power of an intelligent B2C communications platform

Increase customer satisfaction, brand value and revenue with Wipro and Microsoft

The Wipro FullStride Cloud logo, featuring the word "wipro" in lowercase with a colorful dot pattern to its right, followed by the words "fullstride cloud" in a dark blue, lowercase, sans-serif font. The logo is set against a white, cloud-like background.

wipro fullstride cloud

# Co-creation of intelligent B2C communications



Wipro scopes, builds, implements, and maintains your B2C intelligent communication platform using Microsoft products and services and integrates your data, business processes and pre-existing applications.

## Microsoft

- Communication API/SDK
- AI Services
- Workflow and automation
- Data, analytics and insights

## Your enterprise

- User directory
- Applications (CRM, EHR)
- Data and information
- Business processes

## FUNCTIONS

- Natural language conversation (text/voice)
- Automated conversation
- User identification
- Intent determination
- Past interaction history informing current conversation
- Enterprise data search
- Query and update enterprise systems (e.g., CRM, EHR)
- Sentiment analysis determining next best action
- Agent assist (e.g., suggested responses, upsell, and actions)
- Conversation summary & case wrap up

## OUTCOMES

**Anywhere, anytime self-service** to enable immediate assistance and access to real-time information, on your customer's preferred channels.

**Personalize messaging** enhanced by generative AI and natural language to improve customer experience and increase customer satisfaction and loyalty.

**Relevant, accurate information** for common questions such as billing or insurance coverage, with results based on your enterprise data and information systems

**First touch-point, automated resolution** for common activities such as appointment scheduling or account information updates.

**Assist agents using generative AI** to provide personalized and informative experiences for customers and to help them more efficiently take notes and summarize cases.

# Communication Value Framework

Every interaction presents an opportunity to deliver value.

Drive continuous customer satisfaction that leads to brand loyalty and elevates the average revenue per user (ARPU).

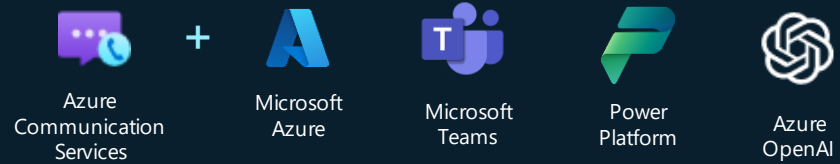


# A look under the hood at the Microsoft technologies and partners

**Engage**  
with your  
customers



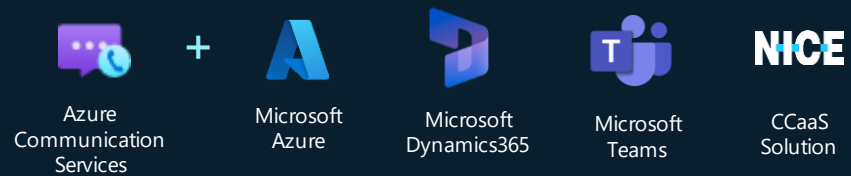
**Personalize Experiences  
& Drive Engagement**



**Serve**  
your  
customers



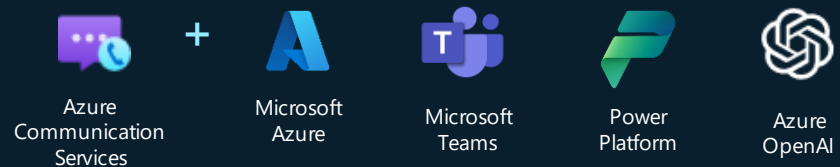
**Customer Service  
Solutioning**



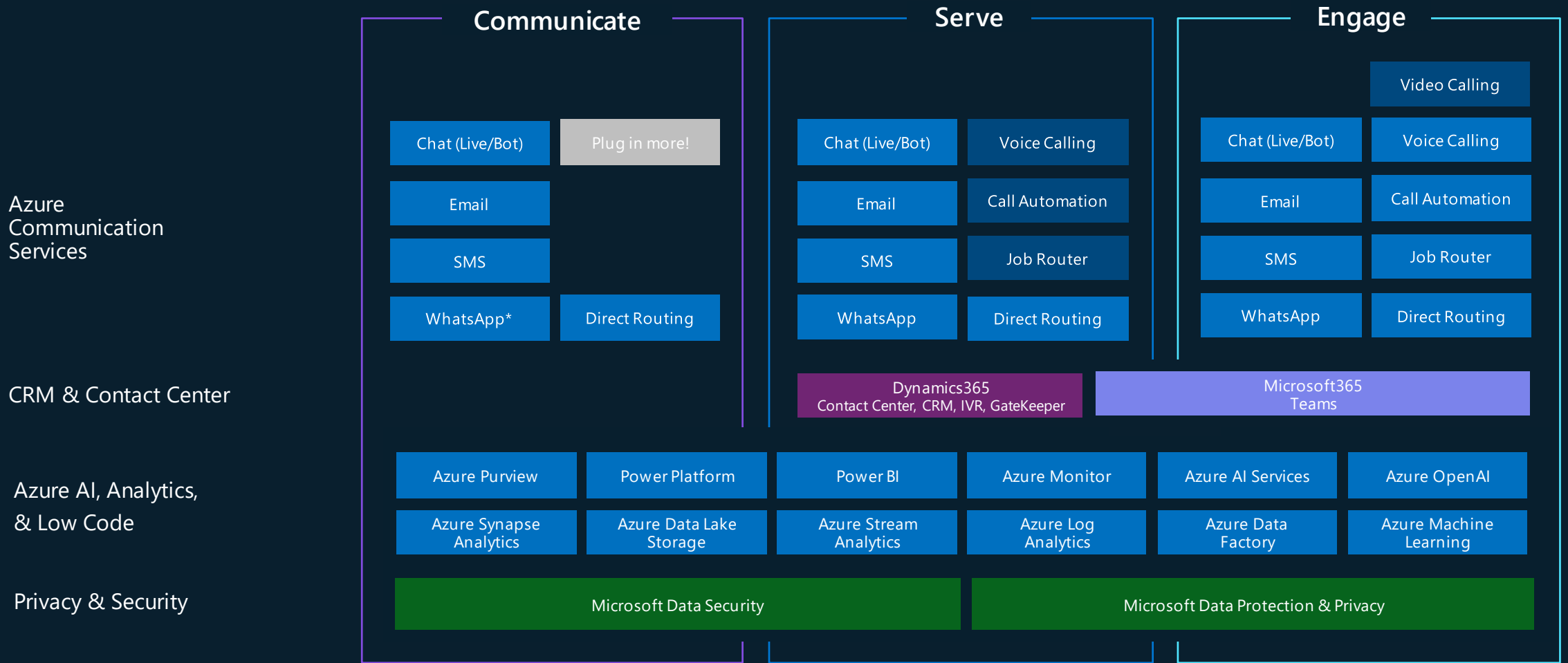
**Communicate**  
with your  
customers



**Scheduling, Notifications  
& Alerts**



# Your intelligent B2C communications platform.



Azure Communication Services

CRM & Contact Center

Azure AI, Analytics, & Low Code

Privacy & Security