

Wipro's Innovation & Strategy Envisioning(WISE) Workshop



A concise process for cross-functional teams to define, ideate, and envision new solutions to business issues.



Digital Transformation

Digital transformation is a key step for every organization to be able to realize their business potential beyond what is achievable through the traditional business processes

Microsoft Catalyst - A proven and innovative process designed based on the iDEAS framework to enable organizations to achieve digital transformation by tapping the full potential of Microsoft Dynamics 365, the Microsoft Power Platform, and the Microsoft Cloud

Your business transformation starts with an I.D.E.A.



Inspire

Imagine a future state solution for your business



Design

Discover what's possible by aligning technology investments to business goals



Empower

Empower others in your organization to see the value



Achieve

Achieve business outcomes and improved customer experiences

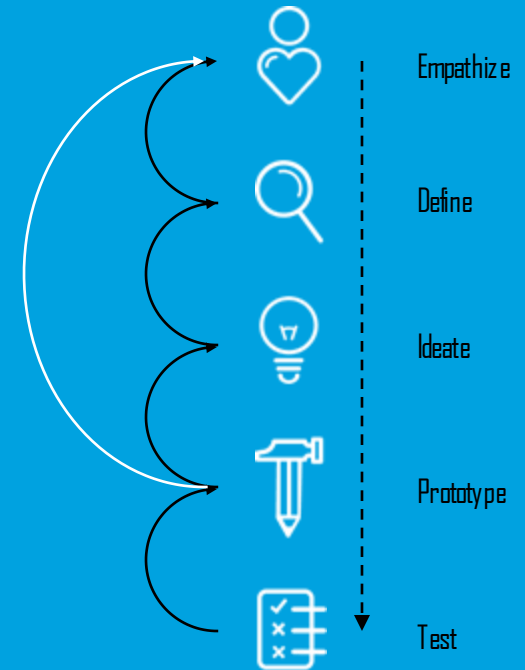
Plan, Strategize and Implement Digital Transformation with Wipro



New technologies and business models are driving companies to transform at lightning speed for a digital, customer-first world. Wipro helps business leaders respond to their customers' needs by driving digital-first transformation: from operations to technologies to people. Leading global analyst firms name us leaders in digital transformation strategy, consulting, and Microsoft Business Applications services. Global Fortune 500 companies work with us because we deliver integrated strategy, digital and domain expertise with every Dynamics 365 implementations that helps them realize true value of their investments. Our team of domain experts, solution architects, Dynamics 365 specialists and OCM consultants leveraging Catalyst framework ensures a successful Microsoft Biz Apps implementation for our clients.

A human-centric approach to problem solving leads to innovation

Grounded in design thinking, this exercise explores and generates ideas around critical business questions with a cross-disciplinary team from a human-centric perspective.





BEFORE

Plan & Discover



The goal is to gain shared alignment on vision, objectives, and outcomes.

Conduct qualitative research and process observations to understand needs and opportunities.

DURING WORKSHOP

Define & Ideate



Participants come together to collaborate, combining divergent and convergent thinking.

Grounded on the insights from research, we explore a broad set of ideas and create a shared vision to move forward quickly.

This session incorporates aspects of design thinking, strategy, and prioritization into one condensed session.

AFTER

Process & Map

Outputs and findings from the workshop are synthesized and validated with stakeholders culminating in a readout with proposed solutions and a prioritization map.

As an option, prototyping key findings and testing solutions with users could provide additional validation and feedback.

How it all fits together



Key Insights: DK B2C + SOHO

ORIENTATE	ORDER & GET SETUP	USE (GET HELP)	UPDATE/RENEW/STOP
<p>NEEDS</p> <ul style="list-style-type: none"> I want a specific product/brand need to be able to compare with well-known (name) service/brand Friends/family have recommended the phone/hello need a phone right now WANT A REASONABLE PRICE <p>PAIN POINTS</p> <ul style="list-style-type: none"> Difficult to understand the phone's features Difficult to describe my needs in regards to services Don't know what a reasonable price is Need to know how to use the phone Difficult to understand the contract, all the terms <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Offer a specific product/brand Offer a specific price Offer a specific service/brand 	<p>NEEDS</p> <ul style="list-style-type: none"> Confirmation that I just ordered + costs Need to be able to compare with well-known (name) service/brand Need to be able to compare with well-known (name) service/brand Need to be able to compare with well-known (name) service/brand <p>PAIN POINTS</p> <ul style="list-style-type: none"> Difficult to understand the phone's features Difficult to describe my needs in regards to services Don't know what a reasonable price is Need to know how to use the phone Difficult to understand the contract, all the terms <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Offer a specific product/brand Offer a specific price Offer a specific service/brand 	<p>NEEDS</p> <ul style="list-style-type: none"> My phone is my best friend Need for a person who will take care of it Need a replacement if it breaks Need to be able to compare with well-known (name) service/brand <p>PAIN POINTS</p> <ul style="list-style-type: none"> Difficult to understand the phone's features Difficult to describe my needs in regards to services Don't know what a reasonable price is Need to know how to use the phone Difficult to understand the contract, all the terms <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Offer a specific product/brand Offer a specific price Offer a specific service/brand 	<p>NEEDS</p> <ul style="list-style-type: none"> Expectation of reward/special service for being a loyal customer Need to be able to compare with well-known (name) service/brand Need to be able to compare with well-known (name) service/brand <p>PAIN POINTS</p> <ul style="list-style-type: none"> Difficult to understand the phone's features Difficult to describe my needs in regards to services Don't know what a reasonable price is Need to know how to use the phone Difficult to understand the contract, all the terms <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Offer a specific product/brand Offer a specific price Offer a specific service/brand

B2C + B2B SOHO Pain Points & Opportunities

Step 1 // ORIENTATE	Step 2 // ORDER & GET	Step 3 // SET UP & USE
<p>Pain Points</p> <ul style="list-style-type: none"> B2C customers cannot describe their needs in regards to their services Subscription plans are perceived as being too complex and difficult to understand and compare Recommendations coming from those who perceived as biased and B2C customers do not act on them <p>Opportunities</p> <ul style="list-style-type: none"> A. Make it easy for the B2C customer to decode the subscription plans <ul style="list-style-type: none"> Subscription plans are often too dense and complex and difficult to understand The contract is related to identified needs, consumption of e.g. video, etc. B. Simplify pricing <ul style="list-style-type: none"> The B2C customer has a situated overview of their month which they pay now and in the future Payment is made flexible and the B2C customer has the possibility to retro-manage the subscription (prorated adjustment, starting date) The B2C customer can browse from pre-selected offers to the maximum price. C. Build an existing peer-to-peer trust <ul style="list-style-type: none"> Align with reputation network to help the customer to make the right decision. D. Create a second-hand market <ul style="list-style-type: none"> Customers can buy used/unused 2nd hand devices guaranteed by 7% to be fully functional. It is possible to compare the price of 2nd hand devices with the price of new devices. 	<p>Pain Points</p> <ul style="list-style-type: none"> Completed subscription and not being the provider for actually using the service B2C customers ordering online but not having the payment or B2C. They have reservations on a backup before receiving a notification email When shipping in a mail B2C customers experience a long waiting time and a lot of packages When shipping in a mail B2C customers experience a long waiting time and a lot of packages When shipping in a mail B2C customers experience a long waiting time and a lot of packages <p>Opportunities</p> <ul style="list-style-type: none"> E. Provide customized offerings <ul style="list-style-type: none"> Service offerings are customized in a way so the customer has the feeling that they are based on their needs - not on the way of describing subscription plans. F. Bring the retail experience into the online world <ul style="list-style-type: none"> B2C customer can "touch" the phone online There is an opportunity to visit the store A better way to compare different devices makes it easier for the customer to choose the right device G. Involve the customer in the sales process <ul style="list-style-type: none"> The customer can provide information before going to the store The retail agent explores the different offerings in an interactive and entertaining way H. Allow the customer to plan the visit to the store beforehand <ul style="list-style-type: none"> B2C customer can provide information before going to the store The possibility to pre-book a visit makes it easier for the customer to plan the visit The B2C customer can provide information before going to the store I. Communicate & visualize sale & after-sale process <ul style="list-style-type: none"> The customer is informed about the different steps and before going to the store The customer receives a push notification when payment has been received during online shopping J. Create easy-to-decode contracts <ul style="list-style-type: none"> It is a daily life of the customer to see what is included and not included in the contract Easy online access to the contract 	<p>Pain Points</p> <ul style="list-style-type: none"> B2C customers experience a lot of complexity in service level across touch points B2C customers experience a lot of complexity in service level across touch points When using B2C customers experience a lot of complexity in service level across touch points <p>Opportunities</p> <ul style="list-style-type: none"> K. Reward loyal customers <ul style="list-style-type: none"> Loyal customers get discounts on the offer for the future Provide extra flexibility when buying L. Give B2C customers a having a personal agent <ul style="list-style-type: none"> At the moment there is no personal agent A push notification can be sent to the personal agent once the customer has a personal agent once the customer has a personal agent M. Provide the B2C customer with a personal agent <ul style="list-style-type: none"> The customer is provided with a personal agent once the customer has a personal agent The customer is provided with a personal agent once the customer has a personal agent N. Create easy-to-understand contracts <ul style="list-style-type: none"> The customer is provided with a personal agent once the customer has a personal agent The customer is provided with a personal agent once the customer has a personal agent O. Provide contextual service <ul style="list-style-type: none"> The customer is provided with a personal agent once the customer has a personal agent The customer is provided with a personal agent once the customer has a personal agent

Define Guiding Principles



Understand Today



Envision Tomorrow



Sample Agenda

If logistics and team availability require it, a single-day workshop could break into two half-day sessions.

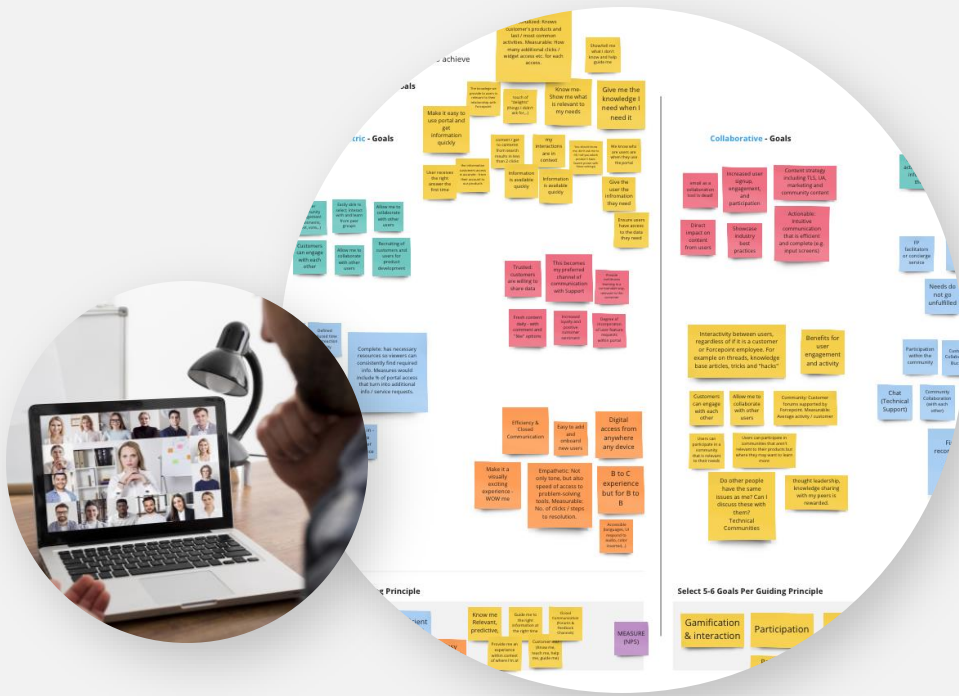


	SECTIONS	GROUPS
9		Ice Breaker
		Introduction
10	Ask the Experts + Problem Statements	Whole Team
11		Break
12	How Might We (HMW)	Groups
1		Lunch
2	Review & Prioritization	Whole Team
3	Storyboarding	
4		Break
5	Summaries	Whole Team

Execution- Remote or On-Site



Virtual



In-Person



Wipro Design Studios



Key Takeaways of the Workshop

Deliverables

- Future State design
- Roadmap from current to future state
- Standard and non-standard workflows
- Change strategy

Quantifiable and actionable goals

- Insights driven business case for decision making
- Timeline/Budgeting for identified opportunities
- Technical assessment plan or deep-dive into identified opportunities (*DNA Assessment of Wipro*)

Process/Industry-specific benchmarking

- Process Capability assessment
- Industry specific benchmarking
- Frameworks for value chain assessment



The Wipro Gears



Designit + Rational = **Designit**
a wipro company
<https://www.designit.com/>



Silicon Valley Innovation Centre(SVIC)
First Hand experience of new Technologies



Predefined journey map for Industry Trends
(Store of the Future, Digital Mfg, etc.)



23 Design Studios and Digital pods



Trained Facilitators
A unique blend of Strategy, Domain and Transformation experts



Envisioning Tools & Accelerators
(Industry/Function specific)

Sample Engagements



Financial Services

A Japanese online bank, saw an opportunity to radically simplify the banking experience for expatriates, a rapidly growing demographic. They needed to understand the existing landscape, identify users' pain points, and create a digital service that addressed those needs.

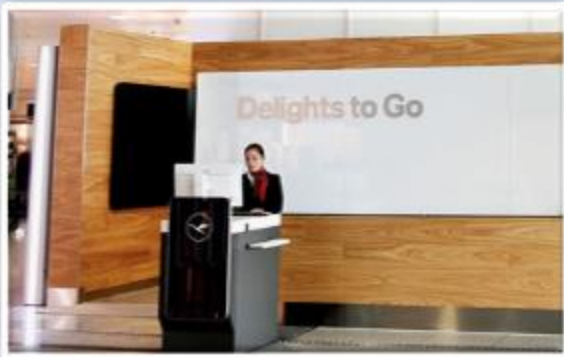
Wipro team delved into the end-to-end banking experience of foreigners in Japan. [Read more](#)



Retail

A long-time beauty pioneer, needed to redesign their in-store experiences around their core values of discovery, fun, and fearless experimentation.

Wipro laid out a roadmap of insights throughout a customer's journey in a end location. In co-creation workshops with stakeholders, we established future goals and defined three concepts that would address them. [Read more](#)



Mobility

With rising competition throughout the aviation industry, how do you maintain relevance and set yourself apart? This global aviation leader brought its users back into focus with a premium service offering that makes busy passengers' lives easier.

Wipro worked with customer to redefine their food and beverage experience, and started initiative was to update the food and beverage experience on continental short-haul flights. [Read more](#)

Thank You!

