

Wipro ngGenie™

Next Generation Intelligent Virtual Assistant Platform for Enterprises

Breakthroughs in Man-Machine Interfaces (MMI) using touch, voice, vision, gesture, motion, coupled with context aware applications are introducing higher levels of user engagement. The man-machine barrier is narrowing leading to intersection of physical and digital. Machines are also becoming smarter and better at understanding the human context, behavior and emotions. One of the key factors defining next generation digital strategy for enterprises will be providing the ultimate user experience for customers, employees and partners.



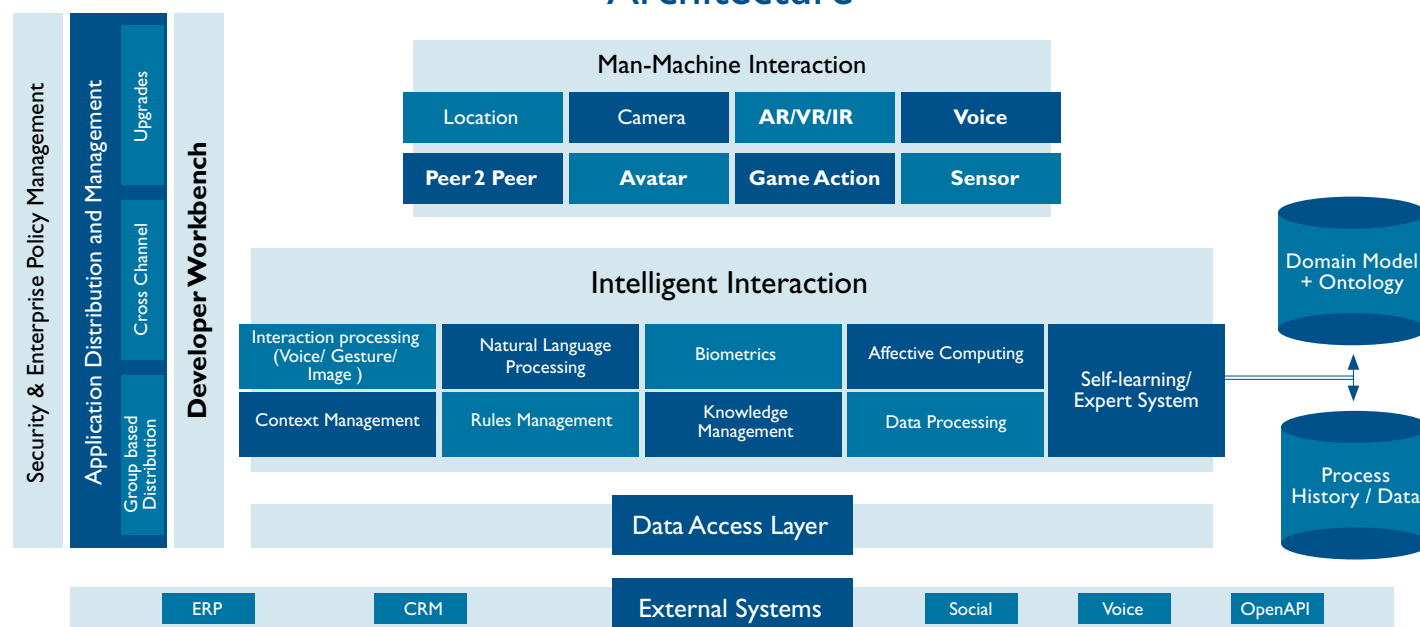
Wipro ngGenie™

Wipro ngGenie™ is a Next Generation Intelligent Virtual Agent Platform for Enterprises. It provides personalized, intelligent and contextual “Do It Yourself Experiences” across different enterprise business processes.

It can boost current digital experience across different channels (mobile, web) with personalized life like experiences augmented with human understanding and context. It can be deployed as a plug-in on top of existing applications on mobile, web and desktop.

Wipro ngGenie™ has developed a framework to help customers quickly roll-out intelligent virtual agent applications across different enterprise business processes and across different customer touch points.

Architecture



Use Cases

- » Intelligent Virtual Agent - Customer Care for Banking, Telecom
- » Virtual Sales Agent for Retailers
- » Virtual Interview Assistant

Solution Features

Wipro ngGenie™ intelligent virtual agent provides the following features:

- » A virtual agent that can be deployed as a plug-in on any channel
- » It can be projected as a graphic or a human generated model or animated avatar (2D or 3D) which can interact with the user using voice/text or gestures
- » Interpret the user requirement using natural language processing and map it to the relevant domain knowledge base.
- » Smart and intelligent solution that can provide automated assistance/advise using contextual intelligence, machine learning and knowledge from social and open data systems
- » Able to understand user intent, emotions using cognitive models and provide relevant assistance/advice.
- » Enables self-learning based on user's queries and is able to tap different systems

Solution Differentiator

- » Single solution for next generation experience
- » Best of breed approach based on Wipro Assets, 3rd party tools and vendors
- » Drives key business drivers through self-service and increased cross-sell/up-sell opportunities

Business Benefits & Wipro's Value Proposition

- » Provides the next generation experience to customers
- » Covers broad range of functionalities across branches, call-centers and the web
- » Provides omni-channel experience
- » Delivers 20%-30% reduction in call center volumes
- » Delivers higher customer satisfaction through direct customer feedback and self-learning

DO BUSINESS BETTER

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