

Content Transformation

Wipro

Report Abstract

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Who is this Vendor Assessment for?

This profile is a comprehensive assessment of Wipro's offerings and capabilities in content transformation services, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

Key Findings & Highlights

Wipro aims to reach \$1bn in revenues from content transformation services. Since 2019, the company has added seven new locations to support the localization of trust and safety services and plans further expansions. Wipro is also investing in its employee well-being and wellness practice at the core of its content moderation service, spending 2% of its revenue in the space. The company is actively exploring opportunities in Metaverse and generative AI for trust and safety.

Outsourcing clients looking for a vendor offering specialized trust and safety, content services such as quality-as-a-service, and aiming to explore Metaverse and generative AI in the domain should especially take note of this profile on Wipro.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's content transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

Content Transformation Vendor Assessments also available for:

Alorica

Concentrix

Conectys

Foundever

Majorel

Sutherland

TaskUs

Tech Mahindra

Teleperformance

TELUS International

transcosmos.

About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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