



KM Vision: “Harness & Evangelize a Nimble-footed Knowledge ecosystem to enhance Customer Trust and Business Value powered through Innovation, Collaboration, deep Industry Insights and Digital Transformation”

Knowledge Management is globally institutionalized as a culture within Wipro for over the past two decades. Wipro’s Knowledge Management culture, systems, and knowledge bases create an efficient, connected and empowered workforce. It facilitates harnessing Wipro’s immense knowledge to the right person at the right time, so knowledge can be leveraged to build solutions, make decisions, innovate, add value to Wipro’s customers and consistently ensure business growth for Wipro.

Wipro formally embarked on the Knowledge Management (KM) journey in 2000 with three key business results in mind – decreased cycle time, reduced time-to-market and increased collaboration. From then to now, Wipro’s KM solution has continually evolved to meet the increasing knowledge needs of the company.

KM at Wipro has evolved over the last 2 decades from basic content management in 2000 to KM Digitalization and being rebranded as Digital Intelligence. Wipro’s KM has been instrumental in achieving business value in the areas of delivery excellence, customer centricity, growth, employee satisfaction and thought leadership.

Wipro’s KM initiatives have been presented in many national and international forums including World Knowledge Forum, European Conference on Knowledge Management, KM Asia, KM Australia, Global MAKE Conference, KM MIKE at CII, etc.

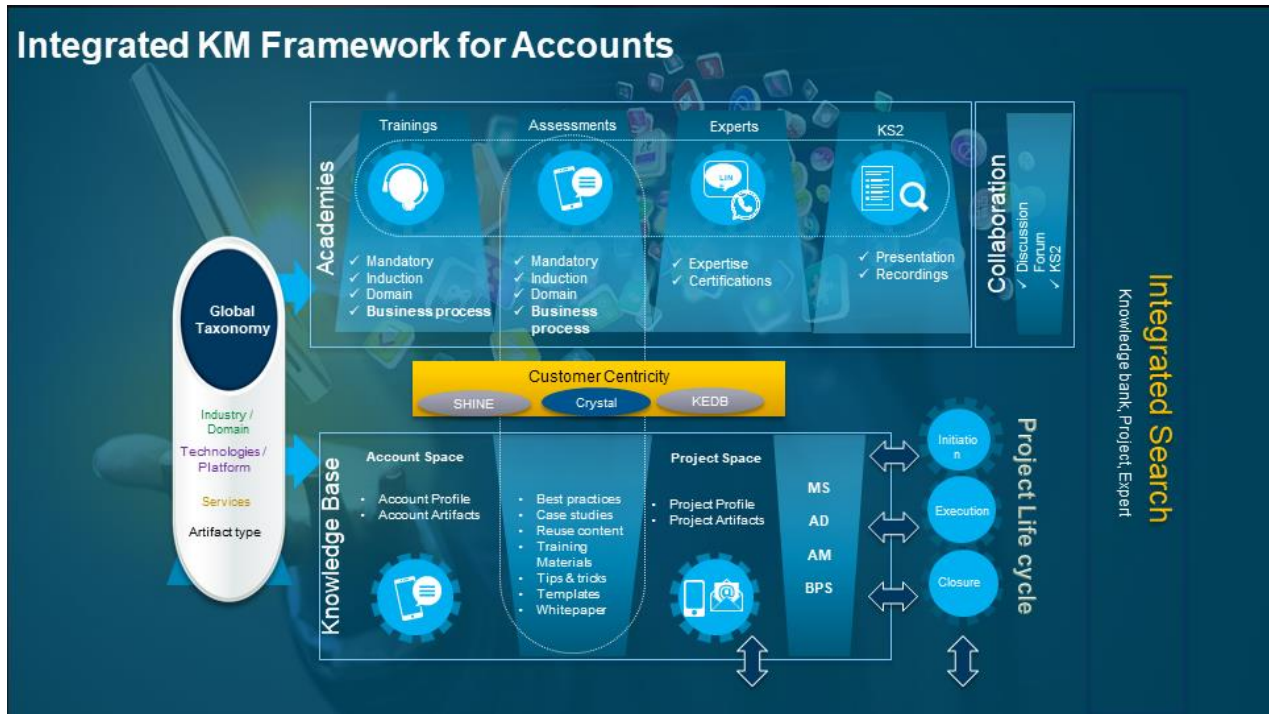
Years of creating a knowledge sharing culture and an enterprise wide collaboration for seamless knowledge sharing experience has resulted in Wipro consistently being ranked high at the **Most Admired Knowledge Enterprise (MAKE) Awards** year after year. Wipro has been recognized as #1 at the Indian and Asian Level and #12 at the global level of MAKE awards in 2017. Wipro also won 2018 and 2019 Global MIKE Award and was one of the 3 most outstanding winners.



Wipro's Knowledge Management has come up with a methodology and framework that enables the delivery team to capture and harness on past successes at Wipro. This framework ensures that the knowledge available with every individual is captured at every step. The initiative would empower the team in:

- Understanding Wipro's business for their respective accounts
- Technology and Domain knowledge awareness within the project/program
- Processes/Models followed in the project/program
- Knowledge Sharing via gamified way
- Inculcating collaborative mindset within teams making them believe in the value of sharing knowledge & learning from others.
- Improving the articulation skills of individual team members enabling them to present themselves well during client visits

- And finally helps team at grounds level deal with the ambiguity at all levels and helps them stay grounded



With the onset of Digital Tsunami, KM in Wipro has paved way for genesis of Digital Intelligence. With an intensive tactical layout in terms of Integrated Knowledge systems, process standardization & automation deployment, our objective was to steeply focus on positioning Digital intelligence as a differentiator for Business Excellence. DI KB (Knowledge Base) Usage% has positive influence on First Call Resolution, Average Handling Time and Tickets handled per person.

Further, Digital Intelligence has emerged as one of key measures in evaluation of Delivery Maturity Index (DMI). DI index, is measured in three facets - Adoption, Utilization and Outcome for over 14 KM parameters and this in turn has a statistical correlation with business outcomes. Digital Intelligence has changed the way of operating delivery. Excellent and diligent view to insights for troubleshooting enabling resources to fix issue right the first time.