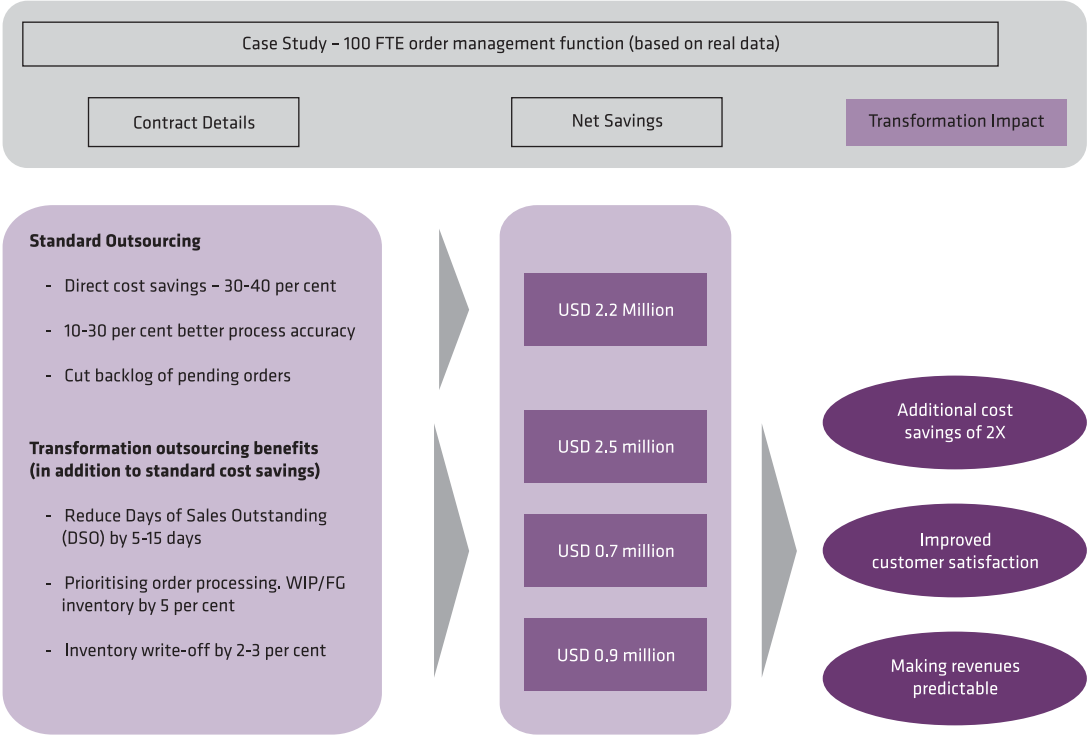Wipro BPO: transformation enhancing cost savings, improved customer experience