# BRANDING AT SCALE AND WITH SPEED

**Abstract**

Due to fragmented global processes, George Lennon, an eCommerce Campaigns Manager at a European electronics giant, struggled to scale up his campaigns and ensure brand compliance of digital assets. But when he sought Infosys BPM's help to streamline his operations, the outcomes exceeded his expectations.

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## Tackling fragmentation and lack of branding

George Lennon, an eCommerce Campaigns Manager at a European electronics giant, supported online campaigns and promotions for the company's innumerable products. A typical work week for the team involved a host of activities on its next-gen e-commerce platform including product activations, banner creation, updates to the content of online retail stores, and SEO recommendations. George's team also took care of tagging new pages, including third-party tags, and specifying code rules for dynamic tag management (DTM).

George lacked the benefits that an integrated e-commerce platform brought. His operations were fragmented across multiple centers and vendors, which made it difficult for him to scale up the number of campaigns he ran, as well as to drive governance across the locations under his charge. A key metric that bothered him was the reuse percentage for digital assets, which was less than 20%. With most marketing artifacts rarely being repurposed, his teams were wasting effort creating new digital assets from scratch while also adding to the challenge of maintaining brand control in terms of fonts, colors, and other presentational aspects.

George was worried with the impact of the challenges, and was in search of a robust solution.

## Grasping for economies of scale

Wanting to eliminate the avoidable rework and their resulting delays, as well as leverage economies of scale, George began looking around for a service provider to help him manage his operations better and bring in business process expertise and industry practices. Aware of his organization's long-standing successful relationship with Infosys BPM, he quickly connected with his point of contact and transformation specialist at Infosys BPM, Jeet Singh, and explained his challenges.

Jeet along with the Infosys BPM team had immense experience in solving complex challenges to transform the business processes of large global MNC's. In no time, he began working with George to simplify his delivery model for greater quality and speed-to-market of digital assets. This involved design thinking workshops with George's team leaders to understand their challenges and understand best how to reengineer their content management processes. The workshops yielded several insights using which Jeet proceeded to standardize George's processes across the globe – involving 72 locations – to enable transformation at scale.

## Approach summary

- Design thinking
- Global operations consolidation
- Technology rationalization and modernization
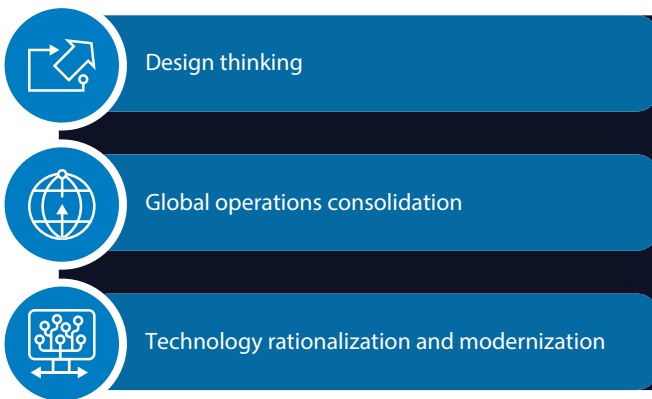


First, Jeet consolidated all of George's digital processes across the company's global locations, taking over operations that were spread across 5 countries and consolidating them in Infosys BPM's delivery center in India. He set up an over 60-member team to perform several stages of peer-reviewed quality checks on every digital asset created by George's team. In addition, the team provided customer support apart from completely managing George's 'Deal of the Day' campaigns for the company's European markets.

Along the way, there were several initial adaptation challenges relating to George's volatile technology landscape, which Jeet mitigated by rationalizing some technologies the team used and migrating others to newer technologies. Thus, for example, he supported George's team in migrating from the company's older e-commerce platform to the more advanced cloud-based e-commerce platform.

George and Jeet worked closely to tackle resistance from the incumbent team during the transition and training periods. To do this, they leveraged Infosys BPM's well-defined transition methodology, an approach that helped to proactively assess possible time over-runs, mitigate the risks, and take pre-emptive measures.
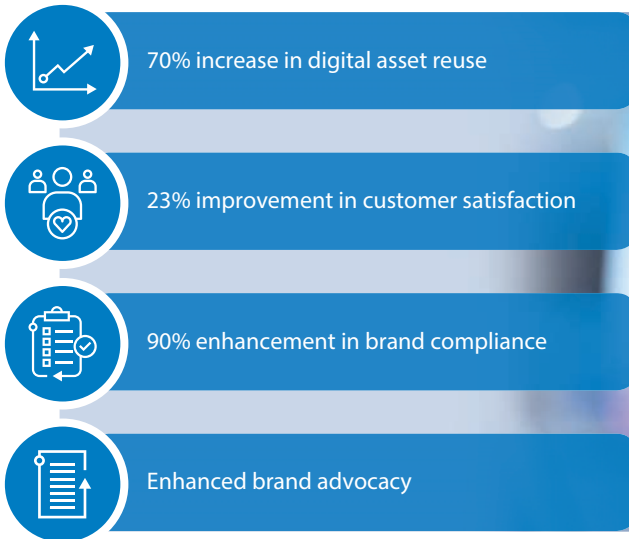
# Exceeding expectations

As the operations quickly stabilized, George began experiencing the benefits of Infosys BPM's process expertise. The reuse of digital assets improved by a staggering 70%, resulting in a better return on the content investment, while also reducing the time spent on creating redundant assets for the organization. It also helped enhance the customer satisfaction score by over 20%, demonstrating higher customer loyalty, brand advocacy, and customer retention. Importantly, in spite of Jeet's team managing additional volumes during festival seasons such as Christmas or New Year – which involved a 20-30% higher workload for customized campaigns – they were successful in enhancing brand compliance by over 90%.

## Key benefits

- 70% increase in digital asset reuse
- 23% improvement in customer satisfaction
- 90% enhancement in brand compliance
- Enhanced brand advocacy

Eight years into the partnership, Infosys BPM's India delivery center manages over 150 of George's campaigns annually. Jeet's team which is cross trained across the different lines of business overseen by George expertly ensures speedy production of numerous banners, promotions, and other digital assets through reuse and strict compliance with the company's brand guidelines. In a nutshell, the partnership with Infosys BPM has more than exceeded George's expectations.

*Names have been altered to preserve the identities of the people involved.*

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