

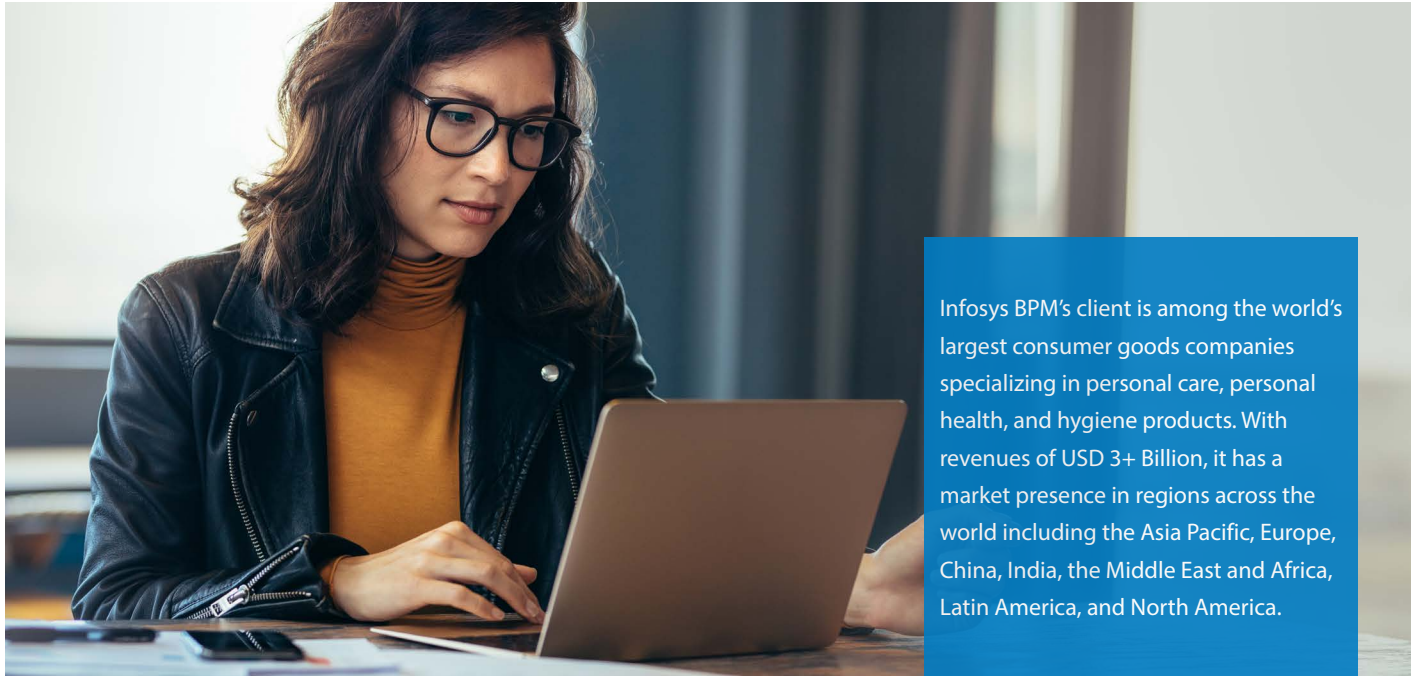


DIGITAL MARKETING ON THE ROAD TO SUCCESS

How process innovation and automation delivered resounding gains for digital asset management operations at a global CPG company.

Abstract

Infosys BPM supported end-to-end transformation of a global digital asset management ecosystem, delivering greatly reduced lead times for content delivery, enhanced productivity, and flawless quality.



Infosys BPM's client is among the world's largest consumer goods companies specializing in personal care, personal health, and hygiene products. With revenues of USD 3+ Billion, it has a market presence in regions across the world including the Asia Pacific, Europe, China, India, the Middle East and Africa, Latin America, and North America.

Inefficiencies impacting marketing efforts

Being in the highly marketing-sensitive retail sector, the client had always managed its own branding. The client's sales and marketing operations team was of the strong viewpoint that the management of their digital marketing assets could not be outsourced. However, with the large scale of their marketing

operations in Europe, they were slowed down by their 4-6 weeks lead time for content delivery and an increasing number of items in queue. To increase productivity and decrease lead times, the client began searching for a strong transformation partner who could leverage automation and process improvements to bring in

efficiencies.

The search led to Infosys BPM with its technology capabilities and proven expertise in helping global businesses with digital transformation. Infosys BPM came on board and took on the goal of end-to-end ownership of digital asset creation and governance.



Getting a grip on the challenges

Infosys BPM undertook a deep dive into the client's digital content processes to analyze the multi-fold challenges. There was a high rate for branding related rejections needing on an average approximately seventy corrections each week. The reasons for this included missing master content, and translations for existing master content which needed to be purchased from multiple agencies. In addition to this, creating product packshots and other assets involved a high degree of coordination, communication and handoffs between multiple stakeholders and branding agencies because of the need to validate content and meet compliance

requirements.

An eleven-member Infosys BPM team introduced several process improvements and innovations to decrease the content delivery lead time and reduce the number of queued items. The most effective of these changes included adapting the client's master FPC (finished product codes) approach and local text assembly using the Chipotle business model, as well as integrating the client's master data. They also built five automation tools to support faster processing of repetitive daily tasks. These were developed locally as add-ons to the client's existing applications to make them both effective yet adaptable to

potential changes in the future.

Having developed robust and streamlined processes, the team completely took over management of all the digital marketing assets in the client's e-content library for global products. This work involves SAP data extraction, artwork transcription, creating and adapting marketing text copy, and creating marketing packshots. The team also validates missing master content through communication with business stakeholders which involves uploading templates, performing checks for data quality, getting brand approvals, and regular reporting.



The outcomes of transformation

Over a journey of just 15 months, the team which has now scaled up to 20 members supports marketing efforts for 42 European markets from a delivery center in Lodz, Poland.

With the client's digital asset management processes completely transformed, content assets are uploaded 30% faster,

data extraction and validation has been completely automated, productivity has increased by a massive 61%, and there is a 100% adherence to quality standards. So far over 9000+ items have been delivered flawlessly and lead times have reduced from the earlier 4-6 weeks to just 1.2 days. With the resounding success of the team's

operations in Europe, the client has extended the scope of delivery to include two additional regions - APAC and North America. Just goes to show that while the untried journey of transformation may be initially difficult to embark on, it is an endeavor worth undertaking.

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