



SLOTting THE DIGITAL CONTENT ENGINE INTO OVERDRIVE

How a process-centric approach for complex digital content operations enabled higher quality and lower costs

Abstract

Infosys BPM managed the digital content operations for an American multinational conglomerate. Process centralization and standardization helped run an effective content engine for real-time website updates and personalization.



Infosys BPM's client, an American multinational conglomerate with revenues of over \$170 billion, offers telecommunications, technology, mass media, and entertainment services to its customers worldwide.

Digital content: the fuel for customer engagement

In today's digital age, it's important that every customer facing enterprise provides real-time information about their products and services to the customers in order to retain their interest and loyalty. For this reason, digital content channels have become imperative to business success, and play a pivotal role in customer

engagement.

However, managing personalized, real-time content is not easy – especially for a global conglomerate catering to different regions and languages. The content creation and release process can be quite complicated and effort-intensive due to the sheer volume and the quality controls needed.

The client was looking for a partner who could efficiently run and manage the dynamic digital content, and hence partnered with Infosys BPM for design, support, and deliver a process-centric approach for their content management challenges.



Creating an unobstructed content pipeline

The Infosys BPM team conducted an assessment to understand the content creation and release processes, and identified two key streams - sales and services. The sales stream dealt with content relating to client products while the services stream dealt with content relating to customer services. The team established two key processes - (i)

projects, and (ii) daily releases, for each of the streams to manage content under these heads. The project teams worked on the pre-live content creation projects, while the daily release teams handled the continuous update requests for content that was already published.

The project teams managed 4-5 releases of pre-live website content per month,

working with various teams including development, catalog, testing, and environment. After finalization, the team pushed the content live through the release deployment process. The team provided immense support in migrating pages from Adobe Experience Manager (AEM) 6.1 to 6.4

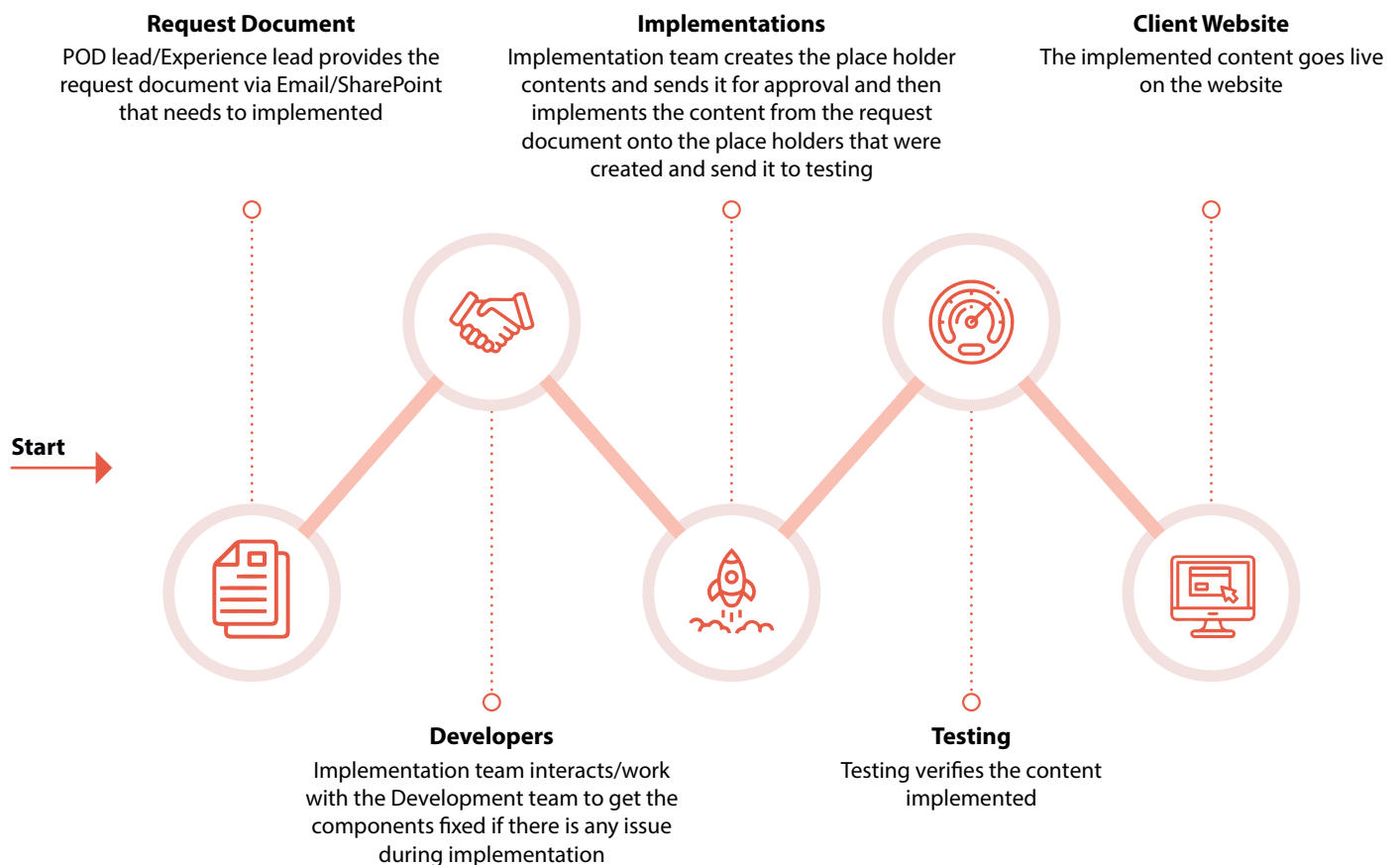


Figure 1: The Projects Team - Process Flow



The daily release teams managed 400+ tickets per month for live website content via sales and service streams daily releases. The implemented content went through an internal quality check (QC) process and the digital assets were pushed from pre-stage to final stage before going live on the website. The quality checks were done for all tickets includes peer QC, test manual QC, and build verification testing (BVT). The team was also responsible for building webpages using HTML/CSS.

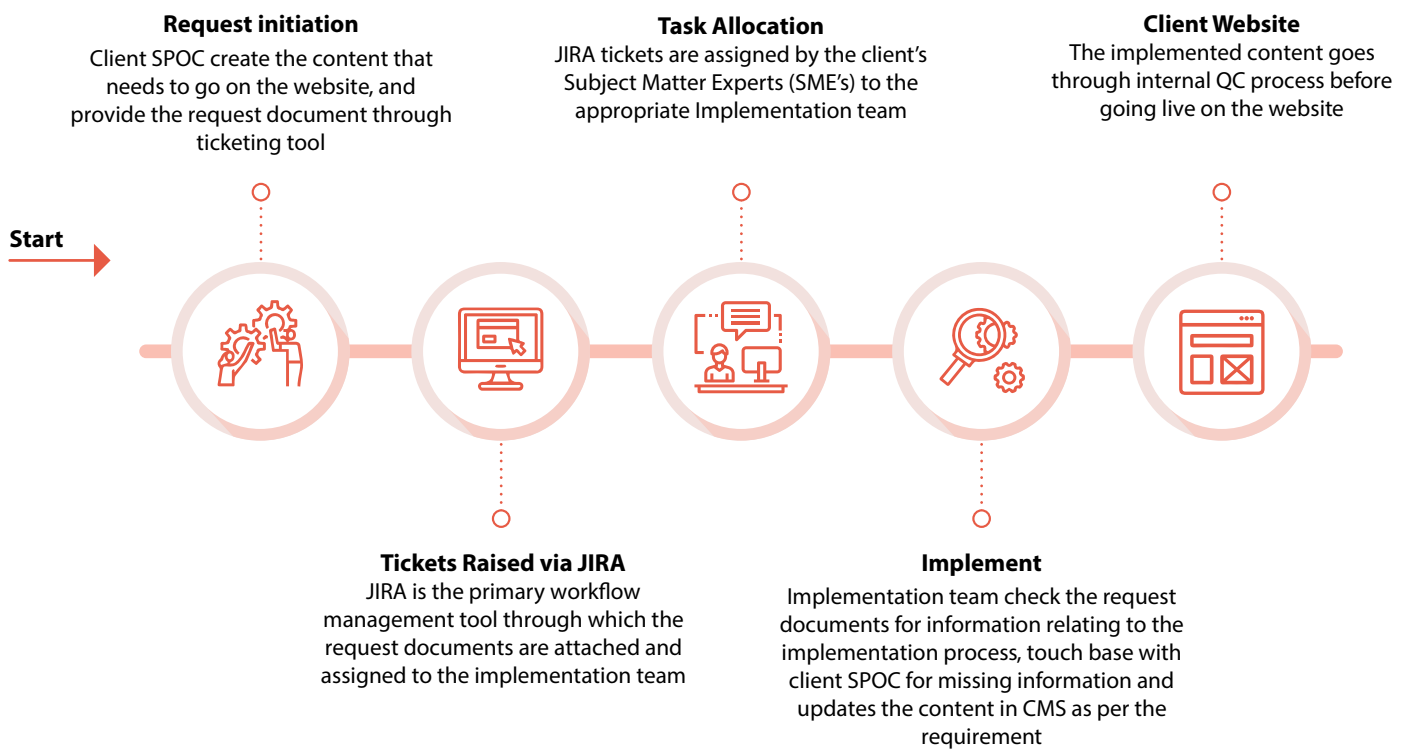


Figure 2: The Daily Release Team - Process Flow



While the Infosys BPM team centralized the model and consolidated processes, they also improved process adherence and content quality using tools such as Jira, Adobe Experience Manager, and Adobe Creative Suite.



A responsive engine delivering on demand

The Infosys BPM team worked closely with the client to ensure that the content pipeline ran unobstructed. Working on major launches, the team offered 20x5 support with dedicated shifts for late Pacific Standard Time hour and team presence at the client location, the onshore - offshore model.

Some of the process improvement ideas implemented delivered over \$41k in annual savings, robotic process automation reduced the headcount requirements, and the guided support model helped improve collaboration for new builds and personalization.

These significantly improved outcomes for the client as a result of Infosys BPM's process-centric approach, are a testament to the need of a right partnership to streamline complex and non-core digital engagement activities for all enterprises today.



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