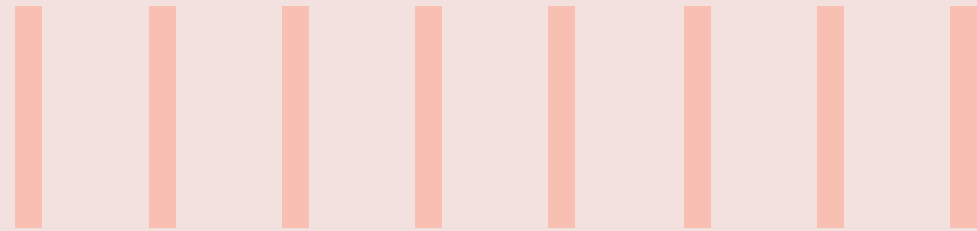




## SEARCHING FOR (AND FINDING) IMPROVED REVENUES

How streamlined processes helped a client's search and display campaigns increase revenues by over \$11 million



### Abstract

Infosys BPM's Digital Interactive Services helped the client manage and improve its digital advertising operations, resulting in significant benefits for the technology giant



The client is an American multinational technology firm with revenues of over \$125 billion. It is one of the largest technology companies in the world and ranks among the Fortune 500 companies.

### An imperative need for streamlined processes

The client's operations for search and display campaigns were plagued by non-value added (NVA) activities. Further, stretched-out processing times for advertiser queries was leading to revenue losses. The translation of keywords into foreign languages was also time

consuming due to the significant manual efforts involved.

The process of onboarding advertisers to the search/display advertising platform was negatively impacted. The rejection rate of setting up new customers was extremely high with low contract renewals rates of

the existing advertisers. The client was looking for help in streamlining its digital operations and found the perfect partner in Infosys BPM known for its transformative digital services capabilities.

### Rock-solid process refinements and support

The Infosys BPM team brought in process improvements for major areas of the client's digital operations, including search and display campaigns, advertiser onboarding & management, and advertiser support.

For the client's search and display campaigns, 46 Infosys BPM staff provided 9 hours of support seven days a week.

Cumulatively, these employees managed more than 32,000 campaigns annually. Similarly, for advertiser onboarding and account management, the staff supported more than 120 account managers of the client. Further, all advertisers on the client network were also provided support on a round-the-clock basis.

The Infosys BPM team improved the client's

existing back-office support processes by refining process flows involved in servicing customer requests and handling times resultantly reduced from a high of 19 minutes to 9 minutes per transaction. The team also improved advertiser communication channels and ensured that every incoming request was routed to the appropriate team.



## Transformational benefits, displayed

The partnership with Infosys BPM helped the client in recording significant improvements. For instance, their search and display campaigns realized soft savings of over \$34,000 due to reduction in process times. Additionally, the team helped the client in reducing the NVA activities from 39.03% to 3.01%. Further savings of over \$108,000 were recorded as a result of automated foreign language translation mechanisms, and over \$700,000 through keyword automation.

The Infosys BPM team also streamlined the client's advertising onboarding process. The team helped them to realize additional revenues worth \$2.6 million. This was due to a significant improvement in the insertion order conversion rates, from 13% to 43%. They also managed to record an additional revenue increase of \$8.9 million due to the improved percentage of setting up accounts in search engine ads from 60% to 91%. Further, customer setup rejection rates declined from 20.17% to 5.63%, resulting in soft savings of over \$72,000. Overall, Infosys BPM helped the client in increasing advertisers spending by 20%, while also reducing contract timelines by 15%.

The bottom-line? Streamlined digital processes backed by a robust support team is often the right answer when it comes to searching for and finding the key to increased revenues.



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