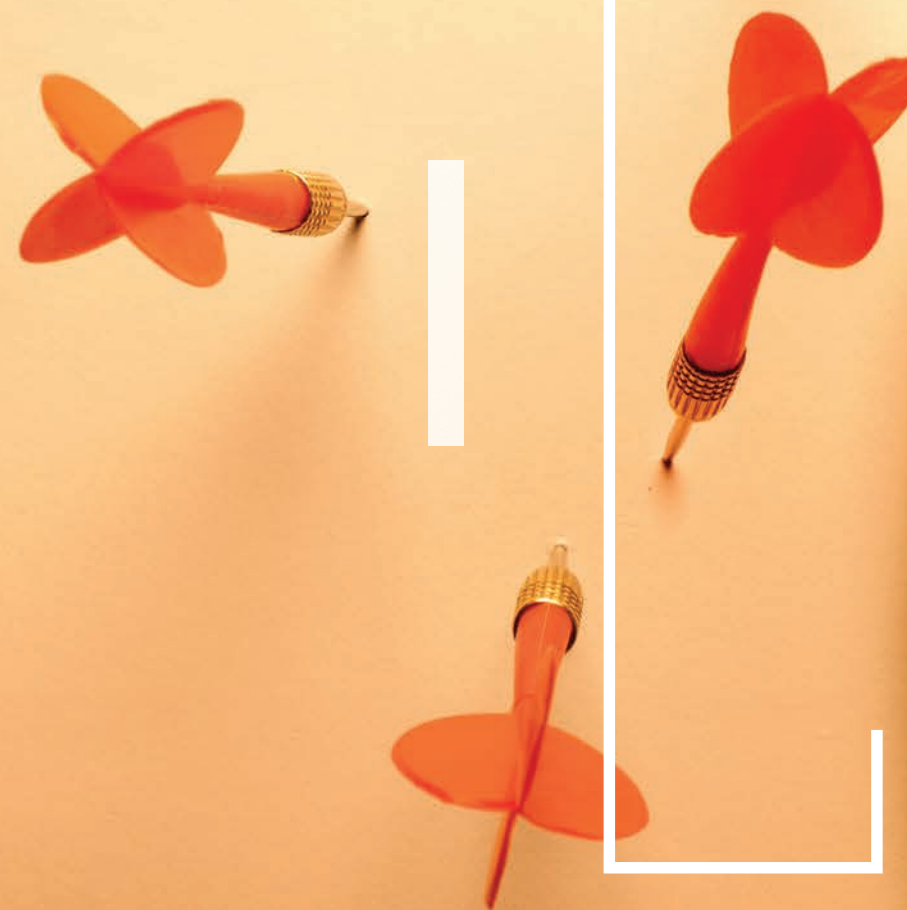


ARE YOU JUST THROWING DARTS IN THE DARK?

Delivering \$1+ million in savings and
reducing lead time.



The client is a renowned US-based bank.

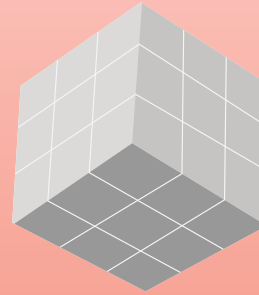
CHALLENGES

The client's campaign management team needed to build a target audience list by converting marketing strategy into SQL queries for various marketing initiatives such as cross-selling, upselling, acquisition, notification, onboarding, and surveys for respective LOBs as per business requirements. The team was hampered by:

Lack of standard, in-house processes

Low quality of targeting list

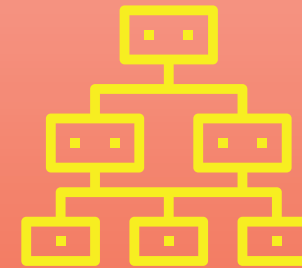
An inability to build an audience list in a format required for campaign execution, either via emails, mails, social medial channels, or telemarketing calls



SOLUTIONS

The client and IBPM discussed various ways to resolve the issues and implemented the following measures:

- ▶ Set up a centralised team to build a target list and create a segmentation for email campaigns
- ▶ Design flowcharts and generate waterfall reports in IBM UNICA using SQL and SAS
- ▶ Generate robust audit reports at the flowchart and file levels, which would block bad records from flowing to the next level
 - ▶ Prior to IBPM stepping in, offers were being mailed to the wrong customers due to a fault in the flowchart



BENEFITS

With the IBPM approach, we accrued several benefits to the client such as:



- ▶ Processed 600 tickets per month and provided support for 7 days in a week
- ▶ Delivered \$1+ million in savings through process engineering and reduction in lead time
- ▶ Ensured 100% accuracy through internal and SAS quality checks
- ▶ Assured 100% on-time for all campaigns by streamlining the process

For more information, contact infosysbpm@infosys.com

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