




## CREATIVELY DESIGNING VALUE

How business value delivered through exemplary print production support, customer support, and digital asset management delighted the client.

### Abstract

Infosys BPM helped the client build a centralized and consolidated process model for production art and print support, level 1 helpdesk, and digital asset management that delivered substantial cost, time, and quality benefits.



Based out of the US, the client is one of the largest companies known for manufacturing and selling greeting cards and other gift items. It has multiple major business lines with more than 30,000 employees and revenues in excess of \$4 billion.

## Preparing to compete in the Digital age

The client faced a number of challenges with reusing and reprinting its older and classic card designs in its historical database. These were in Quark format and needed several changes in format, color, size, and other parameters to get them into a modernized print-ready PDF format.

The client also needed production art support in terms of providing the specifications for bronzing, glitter,

embossing, varnishing, velvet screen print, or metallic/glossy finish for newer cards produced by their in-house designers, so that they would be ready for print.

Lastly, considering the complexity and large scale of their business which involved thousands of different types of items being retailed, they realized that they needed help with:

- L1 customer support of end customer

- E-commerce processes of mapping the content editorials and images in the right location

The client began looking for a partner that could centralize their business model and consolidate all of its processes. Infosys BPM, with its creative design and extensive e-commerce capabilities, was the perfect partner for them.



## Creative support for a broad range of challenges

Beginning in 2012 with a file conversion process, and expanding to creative design in 2013, Infosys BPM has built a growing partnership with the client, understanding their challenges and pain points and providing the needed support and solutions.

Using graphic design tools such as Photoshop, Illustrator, InDesign, and ArtCAM, the team creates supplementary design, and updates existing designs based on the inputs from the client design

team. They also support critical activities such as engravings and card production of high-complexity jobs through verifying the specifications given and coordinating with the printers. Once the cards are printed, they check the integrity of the prints with the client's brand guidelines and playbook to verify that the client's design perspective and standards have been met.

Other members of the offshore team troubleshoot customer queries related to the client's gift items coming in via

emails or web requests, through raising and managing incidents on their software systems.

The team also provides e-commerce support in terms of SKU management as well as marketing digital asset management for editorials and images, with dedicated quality analysts for the client's e-shop.



## Multi-dimensional benefits

Having consolidated the client's previously disparate processes through a centralized model, the Infosys BPM team managed over 1000 requests on a monthly basis and managed over 10,000 SKU's.

This new model helped the client realize

substantial improvements in terms of cost-saving and time taken to execute processes. The company's cost of operations reduced by nearly 40%, while turnaround time improved by almost 20%. The Infosys BPM team also helped

the company achieve 99% quality and accuracy metrics. The bottom line is that the right partner with the ability to deliver creatively can help with multi-dimensional benefits for business.

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