

ENHANCED MAPS AND NAVIGATION DATA FOR AN AMERICAN TECH GIANT

BACKGROUND AND BUSINESS CONTEXT

- The client, an American multinational technology company, sought Infosys BPM expertise to create, maintain, and enhance their maps and navigation products data across global regions
- The client had a large backlog of user generated 'Report a Problem' (RAP) requests and system generated tickets, requiring immediate action
- The client wanted Infosys BPM to adhere to strict product release timelines for newly finalized roadmaps for region specific base maps
- The key outcome expected was to ensure flawless navigation and base map data quality, both in terms of completeness and accuracy

CLIENT'S CHALLENGES

- Large backlog of RAP requests that needed immediate attention
- Shortage of cost effective and trained editors with prior map experience to manage and continuously improve a set of dynamic processes

INFOSYS SOLUTION

- Infosys BPM setup offshore teams in India and Czech Republic for language support by leveraging its expertise in managing large scale operations and transitioning complex process from clients in similar domains
- Processes complexity and skill levels were identified to streamline the hiring process and ensure a quick ramp-up
- Invested in a pool of subject SMEs to enable effective process management
- "Train-the-trainer" approach ensured quick handover of process knowledge within 2 months of project kick-off
- Continuously identified and implemented process and tool-led improvements to make operations more effective and improve the map editor efficiency

OUTCOME

- Quick ramp-up of map editors and SMEs from 15 to 500 FTEs within the first five months
- Over 2 million edits processed monthly across 23 languages including voice support
- End-to-end map production operations handled across the value chain including complex activities such as prototyping, pilots, and quality assurance
- On-time delivery of complex processes and adherence to region specific policies with 99% quality
- Steady improvement of processes and transfer of new projects that allowed client's business owners to focus on more strategic product development initiatives



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