IS YOUR AD BLING ENOUGH FOR THE NET?

Achieved 99% monthly accuracy and reviewed 76.8 million ads annually.

The client is US-based digital media and internet company.

CHALLENGES

The client had issues in ad quality review wherein an editorial review of sponsored ads is carried out with respect to quality adherence and risk guidelines. Further, it needed a partner to update account information, manage insertion orders, and close ad hoc requests:

- Review suspicious fraudulent credit card transactions to identify fraud accounts:
  - Refers to advertisers that provide incorrect account details to the client

- Handle seasonal volume fluctuations as well as frequent policy changes and process updates

- Ensure display of quality and complied ads

- Quick resolution and frequent monitoring of suspected accounts
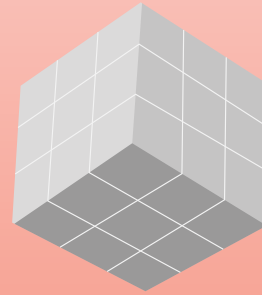
SOLUTIONS

To ease the client's pain points, Infosys BPM developed macro-based tools such as Repeat Killer for Payment Fraud and My Navigator, a knowledge management tool, for ad review:

- Performed detailed volume trend analysis and optimised resource planning during peak season

- Implemented Infosys quality management framework to improve review quality

- Analysed new fraud trends by reviewing daily and weekly data

- Introduced the process of suspending ads instead of termination of the whole accounts to avoid huge refunds

- Supported complete advertiser onboarding, optimisation requests, uploading campaigns, and reporting requirements
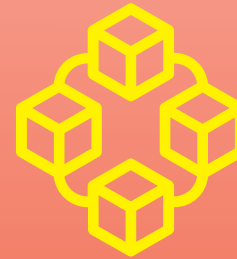
BENEFITS

With the Infosys BPM approach, we accrued several benefits to the clients:

- Achieve 99.9% average accuracy against a target of 95%

- Deliver 98% of average decision making (TAT) within 4 hours against a target of 92%

- Improve CSAT to 6.5 (on a scale of 7) scores over the past 4 years

- Review an average of 76.8 million ads annually

- Reduce revenue loss through chargebacks from 5% to less than 1% in a year by process simplification and re-engineering exercise

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