

IS YOUR EMAIL WORSE THAN SNAIL MAIL?

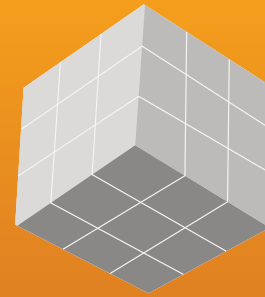
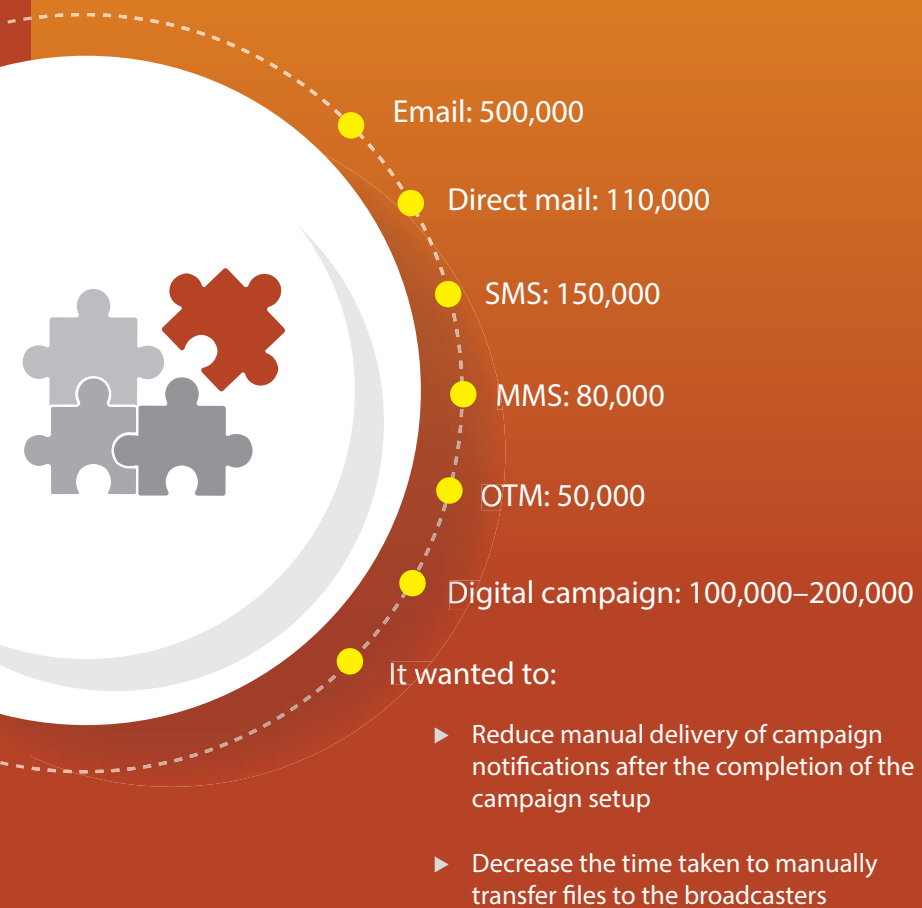
Automating tasks and handling multiple campaigns.

The client is an Australia-based telecommunications and media company.



CHALLENGES

The client needed support for its campaign operations on multiple channels, such as email, direct mail, SMS, MMS, on-target marketing (OTM), and digital campaign, which were sent on a monthly basis:



SOLUTIONS

The client found Infosys BPM as the trusted vendor, and we offered the following solutions:

- ▶ Deployed campaign managers to create segments and workflows as per campaign briefs:
 - ▶ Understand campaign requirements
 - ▶ Creation of workflows and segments in IBM Unica platform
- ▶ Generate campaign requests on the client's proprietary tool
- ▶ Automate the delivery notification and file transfer as well as eliminate manual delivery of alert, which was completed by creating workflow automation in the client's existing tool
- ▶ Handover the segments and the workflows over to the execution teams with a delivery notification



BENEFITS

With the IBPM approach, we were able to:

- ▶ Save up to 50 minutes per campaign
- ▶ Handle 21 campaigns per month across channels



For more information, contact infosysbpm@infosys.com

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