CHALLENGES

The client was looking for a partner to manage its email campaign as well as perform data segmentation and create templates. This involved segregating the customer or audience data into various categories by demography, location, age, etc., and generating a target list for the campaign. It was hampered by:

- Lack of in-house resources to manage email campaign on the Eloqua platform:
  - It's a SaaS platform for marketing automation used by B2B marketers to manage marketing campaigns and sales lead generation

- Absence of standard processes such as:
  - Checking the requirement in the ticket raised by the marketer
  - Creating the audience list
  - Editing, updating, and auditing the email as per requirement
  - Setting up the campaign flow and two rounds of QC
  - Deploying the campaign post final approval from the marketer as well as reporting

- Issues related to scalability and governance as the client was unable to ramp up and expand its program
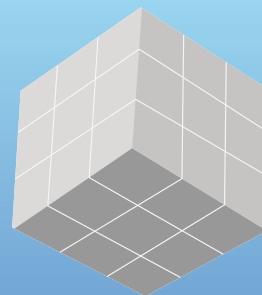
SOLUTIONS

Infosys BPM partnered with the client and implemented several measures to smoothen the operations:

- Initiated the sun model operation and set up a team to execute the email campaign:
  - A service-and-support method designed to address and satisfy customer needs irrespective of location or time

- Set up a team to handle Canvas Build as well as QC check and final delivery in the Eloqua platform:
  - Canvas Build is a drag-and-drop whiteboard that allows the user to transform data within Eloqua in real time and is used to build programs that automate repetitive manual tasks related to various marketing functions

- Conduct process due diligence to ensure that the campaign is designed without missing any campaign attributes

- Liaise with the marketers to complete the ticket and activate the launch

- Complete email template creation, segmentation, campaign orchestration, and SEO services

- Use the JIRA tool for unassigned, new, and overdue tickets as well as create dashboards as per requirement to monitor the queue and keep a live tap on SLAs

BENEFITS

With the Infosys BPM approach, we were able to:

- Reduce ageing of tickets by 15%
  - The SLAs for simple and complex campaigns are 2 days and 4 days, respectively, and the tickets that don't meet the targets are considered as overdue/aged tickets

- Support 100+ marketers globally

- Manage 6,000 email campaigns annually

- Implement end-to-end process with minimal handoffs

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