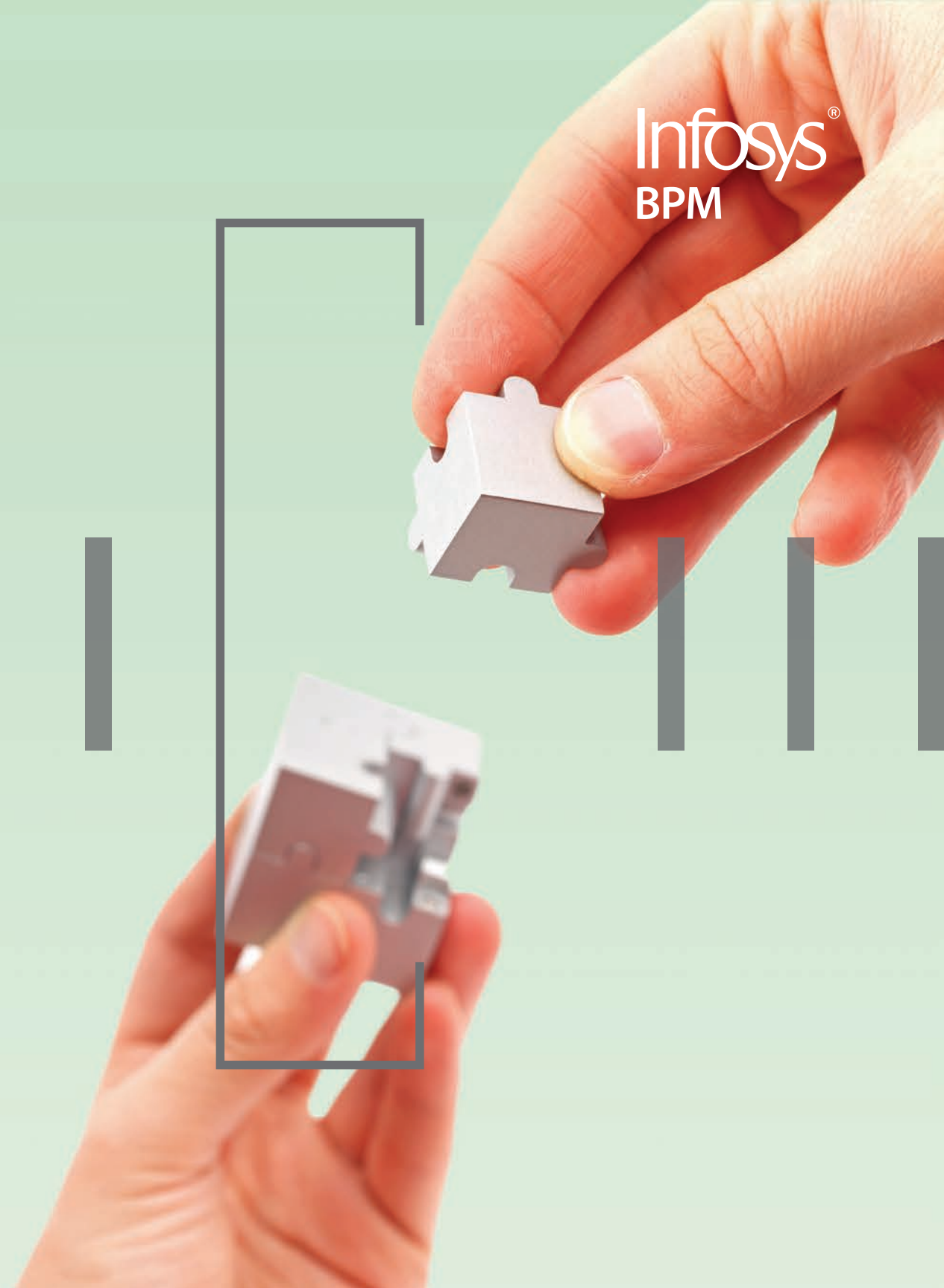


THE FINAL PIECES OF THE JIGSAW PUZZLE ARE FALLING IN PLACE!

Improving CSAT scores by 23% and
increasing speed to market by 50%.

The client is a major
multinational conglomerate.



CHALLENGES

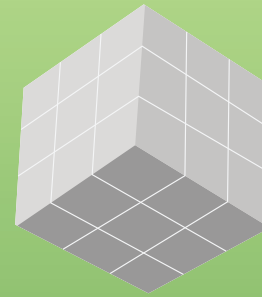
The client wanted support for an e-commerce campaign and promotions in the Hybris platform. These included product activations, banner creations, e-shop content changes/updates, SEO recommendations, third-party tags, code rules in dynamic tag management (DTM), tagging for new pages, and so on. It was facing issues in:

Fragmented operations spread across multiple centres and vendors resulting in challenges to scale up operations and drive governance across the client's locations

Digital assets reuse percentage, which was less than 20%:

- ▶ Refers to utilising the asset, either in its original form or modified, for a new and different purpose than for which it was originally produced

Lack of control on brand compliance in terms of font, colour, etc.



SOLUTIONS

IBPM worked with the client on simplifying the delivery model and implemented the following changes:

▶ Consolidated all digital processes across the client locations:

- ▶ Took over operations that were spread across 5 countries and consolidated them in our Chennai location

▶ Performed QC on 100% of all tickets, including peer QC, test manual QC, and client QC

▶ Managed 'Deal of the Day' campaigns for the client's Belgium and the Netherlands markets

▶ Provided customer support for 9 hours and 5 days in a week

▶ Implemented design thinking to understand the challenges and reengineered content management processes, which impacted speed to market of digital assets



BENEFITS

With the IBPM approach, we were able to deliver several benefits to the client:

- ▶ Improved CSAT by 23% and reuse of digital assets by 70%
- ▶ Enhanced brand compliance by over 90%
- ▶ Managed additional volumes during festival seasons, such as 20–30% higher tickets for customised campaigns during Christmas, New Year, and so on



For more information, contact infosysbpm@infosys.com

© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

[Infosysbpm.com](https://www.infosysbpm.com)

Stay Connected [Twitter](#) [LinkedIn](#) [YouTube](#)

Infosys
BPM