

WHEN THE BOTS TOOK “MEGA BITES” OFF PRODUCTIVITY

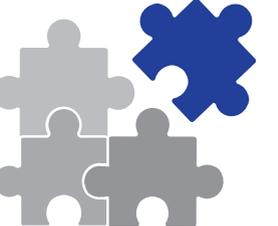
Robotic process automation (RPA) enabling soaring accuracy and process optimization metrics.

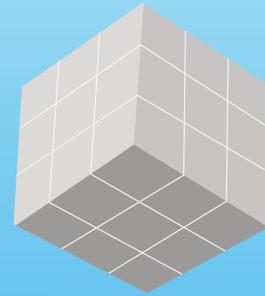
For a large global consumer packaged goods (CPG) company; 5 billion consumers in over 180 countries.



CHALLENGES

The client faced several key challenges in building efficiency into trade promotion management (TPM):

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- Revenue leakages
 - Fragmented processes resulting in coordination issues
 - Poor visibility on ROI
 - Inadequate decision support from account managers



SOLUTIONS

Infosys BPM's solution involved a multi-faceted approach.

Global Delivery Model Capitalization

- ▶ Leveraged the Global Delivery Model (GDM) to support multi-geography and multi-language requirements

Process Optimization and Activity Bifurcation

- ▶ Optimized funds management and promotion management processes such as data setup, projections, reconciliation and report generation
- ▶ Bifurcated transactional activities for productivity enhancement - front office support from near shore locations and back office consolidation to the center of excellence in Pune, India

Tool Deployment

- ▶ Deployed workflow tool for quick promotion capture and improvement in turn around time (TAT)

BENEFITS

Infosys BPM helped the client achieve a significant reduction of 37% in full-time equivalent (FTE), with the added benefit of soft savings to the tune of \$14.085 million.



The implementation of robotic process automation (RPA) enabled savings at the market level ranging from 17% to 80%.

The improvement in accuracy led to a reduction in sampling percentage of quality audits.



\$14M
Soft savings



37%
Reduction in FTE



17-80%
RPA-enabled savings at market level

For more information, contact infosysbpm@infosys.com

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