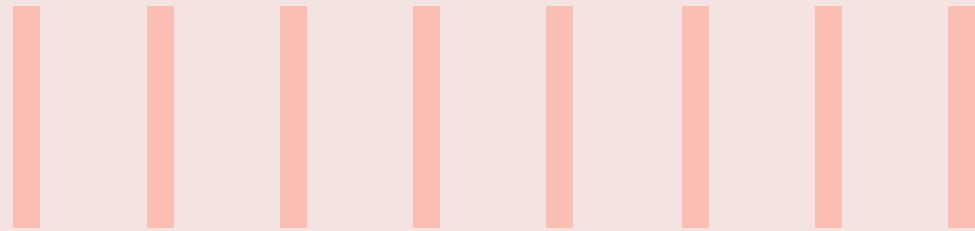




## ONE SINGLE FORM TO GETTING MASTER DATA RIGHT

How a CPG giant realized the benefits of global process standardization



### Abstract

When Mariam Andrews, Service Line Operations Manager at a global consumer goods manufacturing giant, found her fragmented customer data management process causing productivity issues and depleting customer satisfaction levels, she turned to Infosys BPM for help. This case study details how Infosys BPM's process automation and standardization solution improved data quality levels to 99.9%, released \$84K in savings, and increased the customer value score beyond expectations from 50% to 75%.



## The burden of fragmented data

Mariam Andrews is a Service Line Operations Manager at one of the world's largest multinational consumer goods corporation with customers spread across the globe. In this key role, she is primarily responsible for overseeing the customer master data management (MDM) process across several regions, while ensuring accuracy, consistency, and completeness throughout. But she was concerned about the several inefficiencies in the process that needed attention.

The consumer products giant collected a wide variety of customer information through forms, transactions, or direct interaction channels from 30 different markets in 30 different formats. Mariam's team would then cross-check the data, identify any inconsistencies, and resolve all discrepancies. This validated customer data would then get sent to be stored within the business systems of various departments such as sales, marketing, finance, and customer support. To streamline the process, Mariam had also established a

data governance structure and policies concerning how the data would be managed, updated, and shared throughout the organization.

However, the multiple forms and highly manual processes started to slow down operations and deplete MDM efficiency. The resulting disruptions impacted Mariam's team's productivity, which further resulted in data quality, accuracy, and compliance issues. For starters, the manual data entry processes and inaccurate validation checks often resulted in incorrect, outdated, or incomplete customer information stored across systems. Moreover, the lack of standardization across the form templates would lead to frequent escalations and submission delays, decreasing customer satisfaction levels to 40-50%.

Amidst all this, Mariam would often struggle to gain any visibility into progress or status updates, which made matters worse. With the deteriorating service

quality, increasing turnaround times, and falling data accuracy constantly adding to the compliance and customer satisfaction concerns, Mariam knew she needed a transformative solution, and she needed it quick.

Fortunately, she didn't have to go looking too far for support, since the company already had a long-established partnership with Infosys BPM, who were handling basic IT MDM services for the firm. Familiar with Infosys BPM's expertise in process automation and digital transformation, Mariam enlisted their extended support for setting up a centralized, automated system for her customer MDM processes and preserve data quality. She immediately set up a series of meetings with Meera Sachdev, Infosys BPM's Project Lead, where they detailed the operational inefficiencies, discussed business objectives, and underscored the need for an effective process standardization and workflow automation solution.

## Finding that single way to quality

With the project objective clearly laid out, Meera Sachdev gathered her team of data experts to analyze the situation at hand, zero down on an actionable solution, and discuss an implementation plan. After much brainstorming, the team finalized on an approach of replacing the 30 inconsistent form templates with a single,

centralized, global request form that could accommodate diverse requirements.

Meera ran the idea through Mariam and other executives from the company for approval. While they did show some initial concerns, Meera sat with them to explain in detail the benefits of the solution, address

all doubts, and showcase her plans for change management. Finally, convinced with Meera's strategic roadmap, Mariam and the other stakeholders gave her the go-ahead for the solution but requested her to first test the solution in a controlled environment.

### Approach summary



With the roadmap in place and Mariam on board, Meera sat with her team to develop the standardized global request form with the capacity to meet all market requirements. They then set up a centralized platform to automate processes and streamline data change request management process, speeding up the turnaround times. The team also set up intelligent automated approval

workflows to gather and route the change requests to appropriate teams for timely handling. This new change management system ensured that all data changes followed standardized processes, leading to consistent, accurate, and up-to-date master data across the organization.

Next, Meera worked with the team to establish robust data validation rules for ensuring complete data accuracy and

consistency throughout the process. Finally, when Mariam was convinced of the efficiency of the system, she led her team to integrate the solution within the organization's SAP and other systems for a smooth, hassle-free data exchange. Meera also conducted comprehensive training sessions and offered ongoing support to help Mariam's team navigate the new solution and maximize productivity.

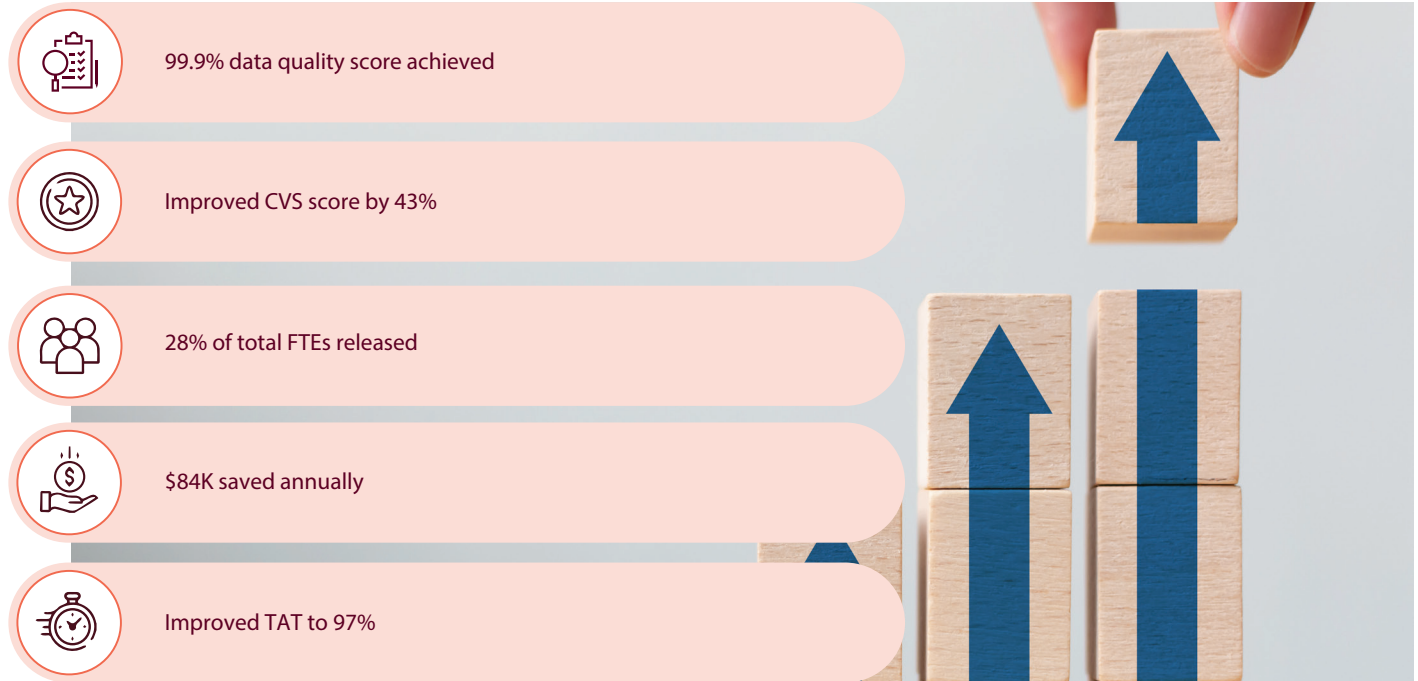
## The benefits of data done right

Meera and team's implementation of the 100% globally standardized form and automated data management platform eliminated all the earlier process bottlenecks that were troubling the

organization. The process automation and intelligent workflow setups helped minimize the manual efforts required, improving the turnaround time from 89% to 97%. The enhanced system enabled

Mariam to reallocate resources to higher-value tasks, resulting in approximately \$84,000 in annual savings.

### Key benefits



Moreover, the enhanced data validation measures coupled with the standardized form templates removed errors and inconsistencies, bringing the data quality levels up to 99.9%. This helped the organization adhere to all compliance standards, while meeting their service level agreements. Thus, to Mariam's delight,

the project did absolute wonders for her customer satisfaction levels, resulting in an impressive jump in the customer value score from 3.7 to 5.3 (on a scale of 7)—even higher than the target score of 4.9.

Impressed with the productivity increase of her team and the resulting time

savings brought about by Infosys BPM's new processes, Mariam applauded the efforts of Meera and her team, thanking them for their innovation and expert implementation throughout the project.

*\*Names have been altered to preserve the identities of the people involved.*

For more information, contact [infosysbpm@infosys.com](mailto:infosysbpm@infosys.com)



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