SEARCHING FOR (AND FINDING) IMPROVED REVENUES

Streamlining processes to help search and display campaigns increase revenues.

The client is an American multinational technology firm with revenues of over $125 billion.

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CHALLENGES

The client faced the following challenges with its search and display campaign operations:

- Operations plagued with non-value added (NVA) activities
- Revenue losses due to stretched out processing times for queries
- Time consuming and manual effort-intensive keyword translation activity
- Negatively impacted advertiser onboarding process
- High rejection rate of new customer setup with low contract renewal rate
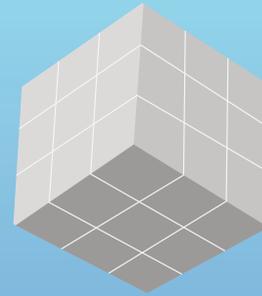
SOLUTIONS

The Infosys BPM team brought in process improvements for major areas of the client's digital operations.

- Provided seven days a week support for the search and display campaign, and managed over 32000 campaigns annually
- Supported client's account managers for advertiser onboarding and account management
- Assisted all the advertisers on the client network on a round-the-clock basis
- Improved the existing back-office support processes by:
  - Refining process flows involved in servicing customer requests
  - Reducing handling times
- Improved advertiser communication channels
- Ensured every incoming request to route to the appropriate team
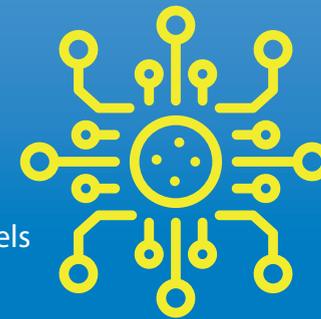
BENEFITS

The team also provided the client with following benefits:

- $34k savings with reduction in process times of campaigns
- $108k savings with automation of the foreign language translation process
- $72k savings with reduced customer setup rejection rate
- Handling time per transaction reduced from 19 to 9 minutes
- NVA activities reduced from ~39% to ~3%

$8.9 Mn
Revenue increase with improved account setup

$2.6 Mn
Additional revenue realized
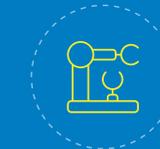
$700k
Savings with automation of translation mechanism

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