

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.



CHALLENGES

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

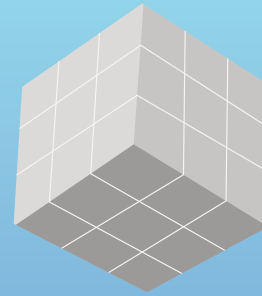
Operations plagued with non-value added (NVA) activities

Revenue losses due to stretched out processing times for queries

Time consuming and manual effort-intensive keyword translation activity

Negatively impacted advertiser onboarding process

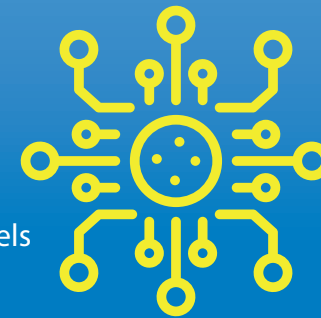
High rejection rate of new customer setup with low contract renewal rate



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

For more information, contact infosysbpm@infosys.com

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