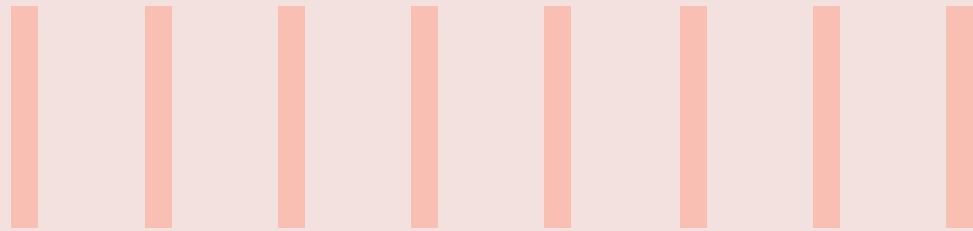




# WHO GETS THE BIGGEST SLICE OF THE PIE?



### **Abstract**

Every brand aspires to capture customer eyeballs through aggressive branding and promotion campaigns, especially in an increasingly competitive e-commerce sector. This case study discusses how the IBPM team handled major product and brand content management challenges in the e-commerce space for a health technology conglomerate in Europe.



## The background: Testing the waters

'Why would you want me to get me out of my comfort zone? It's called the comfort zone for a reason'. Thus spoke Sheldon Cooper, the main character from the sitcom *The Big Bang Theory*. While a writer can create such quirky character for laughs, a level of 'comfort' exists among businesses. In an era where traditional businesses have moved out of their 'comfort zones' and ventured into new verticals, a sense of trepidation does exist, especially when it comes to e-commerce.

Our client is a multinational conglomerate that is headquartered in a prominent European city. With impressive credentials and an illustrious founding history dating back to the 19th century, this client is a household name in the consumer goods business and is now prominently focused on the healthcare sector. We have been associated with the client since 2014 and had previously supported the client in handling web content management, app support, eShop support, search engine

optimisation (SEO), and social listening and tagging. Depending on specific requirements, we had also supported the client in periodic marketing and sales campaigns, such as Black Friday, Valentine's day, Christmas day, etc., as well as region-wise day-to-day campaigns. The client connected with IBPM to handle website product and brand content management, product information management (PIM)/ catalogue management, and campaign management support activities.

## The challenges: The art of juggling

The client was facing several challenges in implementing its branding and promotional activities in the e-commerce space. One of the major issue was the volatile technology landscape, which was changing rapidly. The client was unsure on the type of platform/software/tool that would be a right fit for its e-commerce activities and on the type of platform/software/tool that needs to be implemented, going forward. After much deliberation, the client chose the Adobe Experience Management (AEM) software for its e-commerce activities.

In terms of branding and promotional

activities, the client's team was fragmented in various locations across the world. For instance, while the majority of the team was based out of a European city, key members of the team were operating out of locations in Asia or America. The processes implemented by the team were non-standardised and often proved to be impediments in the branding campaigns. Initially, the campaign requests and work process setup were non-standardised and unstable as well as hampered by the lack of communication and incomplete briefing.

In addition, the client faced several technological challenges, such as:

- During the migration from Hybris WCMS to AEM (webpage frontend), lack of resources was observed.
- Several bugs were identified during Hybris HMC to back-office migration (webpage backend).
- The staff had to manually update price condition for the requested products in the product pages.
- Because of technical limitations, the staff could generate only 5,000 vouchers and had to avail assistance from their offshore IT team for more vouchers.

## The approach: One goose-step at a time

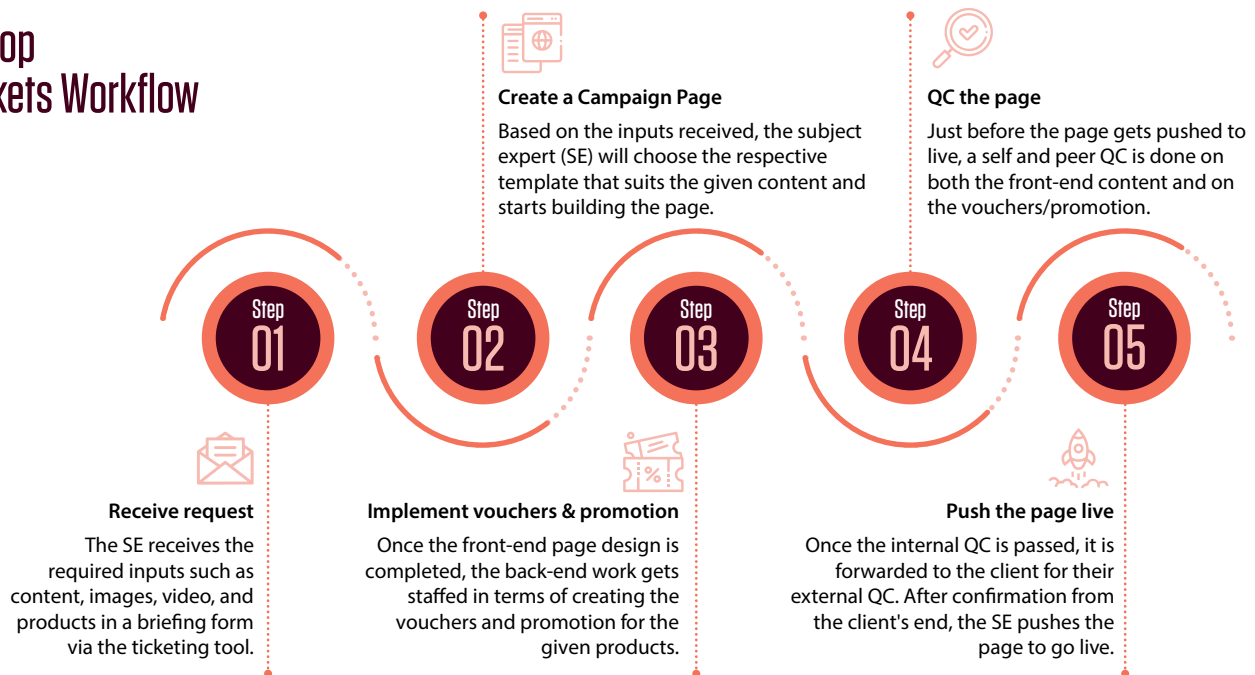
The IBPM team approached the client's issues systematically. First, we ensured that all the team members needed to be in sync with each other, irrespective of their work locations. To that end, we set up cross-training sessions and focused on knowledge enhancement for each team member. We ran promotional campaigns

and banners on behalf of the client and regularly communicated it to the team members working across various locations. Later, we implemented the agile way of working and standardised briefings for the client's online campaigns and promotions.

In order to improve the efficacy of the software during promotional campaigns,

we supported the migration from ATG to Hybris. It took the IBPM team 3 months to migrate 18 client websites across the globe using 2 resources. This proved to be effective in terms of running promotional campaigns across the client locations worldwide.

## Eshop Tickets Workflow



## The results: From a trot to a gallop

With the implementation of solutions from the IBPM team, the client began witnessing drastic changes in its promotional and branding campaigns. For instance, in the e-commerce space, organisations often run a 'first time right' campaign, which is a type of campaign where there are no defects or errors during the first launch of a campaign. The usual turnaround time (TAT) for a such a campaign is 13 days, which we reduced to a mere 6 days. We also managed 150 campaigns and 300 promotions for the client as well as served 250+ e-tailers, handled 100,000 SKUs, and supported 72 markets worldwide! Additionally, we improved upon several e-commerce metrics for the client, such as:

- Delivered a CSAT of 4.8 out of 5, which is a remarkable metric in the e-commerce space.
- Improved the throughput to 99.8% against a target of 98%.
- Reduced turnaround time from 6 days to 5.8 days or less.
- Ensured 100% defect-free delivery to customers.
- Generated 10,000 serial vouchers as opposed to a mere 5,000 vouchers previously.

To boost its sale, the client uses campaign tickets and promotional tickets. A

campaign ticket is essentially an email that contains a banner, description, and the price list of a particular product. A promotional ticket is a voucher that can redeemed for promotions and discounts by the customers. To handle customer requests, the client uses a ticketing tool to keep track of every ticket. Whenever a customer raises a request, the tool sends ticket numbers, and depending on the intensity of the said request, forwards it to specific teams for resolution. During peak online sales, such as Black Fridays, the IBPM team successfully handled a large number of campaign tickets, an average 40–45 campaign tickets per month, as well as 150–200 promotional tickets per month.

## Conclusion

No, it's not true that the attention span of a human being is less than that of a goldfish despite all the theories floating around the internet. Conversely, thanks to the information overload, the average attention span has been decreasing year over year. To capture such a volatile customer base, organisations in the e-commerce space need to design, launch, and manage promotional and branding campaigns effectively for long-term success. With experts predicting retail e-commerce sales to touch a whopping \$4.13 trillion in 2020 and the COVID-19 pandemic forcing people to rely heavily on online shopping, the race to the capture a larger market share is truly heating up.



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