

# Averting Potential Revenue Leakage to Save Millions

For an American media brand with global influence and readership known for newspapers, news online, specialty websites, radio stations, and sports channels



**\$10.2 Mn**

Potential revenue leakage saved



**1.4%**

Potential fraud orders reduced to from 9.9%



## Challenges

The client faced a massive revenue leakage threat due to the following reasons:

- Policy violation of advertising insertion orders - 9.9% of advertising insertion orders were attributing to policy violation
- Sales planners were accepting insertion orders with incorrect signature format
- Insertion orders with incorrect signature were not eligible for claim, leading to customer dispute and revenue leakage



## Solution

The Infosys BPM team utilized process policy assessment technique to identify root causes for incorrect signature authentication by the sales planners.

Infosys BPM devised the following solution:

- Implemented 'DocuSign' registration process, an electronic signature process that encrypted documents with digital codes as mistake proofing solution
- Every new advertiser had to follow the new registration process before the customer setup
- Initiated a training program to familiarize the sales planners on the new signature authentication process
- Client Sales Director conducted business policy sessions for new and existing sales planners
- Prepared monthly advertiser order compliance report to highlight sales planners who were not following signature guidelines accurately