

FINDING THE OPTIMUM LEVEL

Efficiency optimization for a search engine marketing process.

The client is a US-headquartered web services provider and a pioneer in search engine marketing.



CHALLENGES

The client faced challenges in improving efficiency and quality of their advertising review process due to

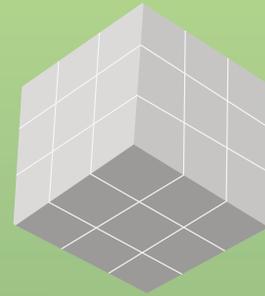


Lack of reporting tool to track business metrics such as accuracy, productivity, volumes, and turn-around time

Complex and tedious existing process update mechanism resulting in higher errors and lower efficiency

Variance in performance among agents

Process complexities pertaining to grasping business risks, quality policies & guidelines led to longer training cycle



SOLUTIONS

Infosys BPM deployed Lean techniques and prepared end-to-end Value Stream Mapping to identify bottlenecks in the information flow and areas of improvement.

The Infosys BPM team devised the following solution:

- ▶ Introduced a 'daily management board' (DMB) to capture live process updates & manage workflow on priority basis
- ▶ Designed Andon Bell mechanism (ringing a bell as an alert on every new process update) for a seamless flow of updates from DMB to My Navigator (Knowledge Management (KM) tool
- ▶ Standardized the sources of updates using the My Navigator tool to reduce retrieval time of process updates
- ▶ Introduced 'buddy system' and queue-specific work allocation to minimize performance variability
- ▶ Revamped training modules with real time examples
- ▶ Focused on queue-specific trainings to reduce learning curve, agent variance and errors

BENEFITS

The solution enabled the client to



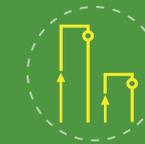
- ▶ Reduce process updates retrieval time from 9 minutes to 1 minute
- ▶ Monetize the benefits of 6 FTEs to process additional volumes from newly added complex line of business
- ▶ Achieve consistent CVS scores of 6+ for the last 5 years
- ▶ Reduce the learning curve from 90 days to 45 days



\$110k
Hard savings



~43%
Error reduction in critical areas



50%
Reduction in learning curve

For more information, contact infosysbpm@infosys.com

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