

Case study

# COMPUTER MANUFACTURER & RESELLER

Contact database management – a manual, time-sensitive process – automated to provide real-time, critical inputs for high-value marketing initiatives.

Industry

**Computer Hardware/Software**

Process automated

**Database Management**

## The Client

This multinational computer technology company develops, sells and repairs hundreds of computing products, and related products and services. Owing to its broad product portfolio (which includes desktop computer systems, storage devices, network servers, mobility products, software and peripherals) and its reputation for providing world-class customer service; a number of firms all over the world – especially large organizations – rely on this company to manage their IT Infrastructure and keep it up-to-date. Over time, the client has expanded its sales channels from direct selling via sales representatives to include telephone and online sales.

## The Client Partnership

eClerx has already developed a strong, mutually-trustworthy relationship with the client over a period of almost two decades. For this project, eClerx worked closely with the client's senior marketing managers to help them with their contacts database, a repository of contact details extracted from various sources (e.g.

and utilized it as a starting point for promotional events and general campaign management. The database contains business-critical information that must be available to the right person at the right time.

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## **The Problem**

In order to reduce customer issues and complaints, particularly those related to billing, the client needed to first implement a streamlined audit process. The audit would involve verifying customer accounts in the system, identifying deviations or errors, making appropriate corrections where necessary and finally informing the customer of changes made. This process was especially cumbersome and

## **The Solution**

The eClerx team addressed the challenge of data capture and enrichment through a customized, non-invasive implementation of our RPA tool Roboworx. Once we completed an in-depth analysis of the process, our automation solution provided for LinkedIn data extraction by emulating close to 80% of user actions. Roboworx identified the right profiles on LinkedIn by searching for first and last names, and company names. It worked on the basis of multiple business rules and checkpoints to ensure that all information extracted and populated into the contacts database was accurate and up-to-date. The entire implementation was non-invasive and implemented on the existing system and interfaces.



## The Result

Once the solution was live on the production environment, it simplified the database management process and more importantly, gave marketing managers real-time, easy access to a wealth of contact information for business promotions. Since manual work was eliminated by a huge margin (60%), it also increased resource productivity and generated massive cost savings. And because there was no change in the process execution, the solution was easy to adopt and incorporate into the process. Finally, Roboworx made it possible for managers to generate insightful, data-rich reports with detailed drill-down information for further analysis and more effective business decision-making.



# 60%

Human effort saved



# 8

FTEs saved



# 95%

Checkpoints automated