

Case study

LARGE MULTINATIONAL PAYMENT GATEWAY

Automated the migration of email campaigns to a new platform to increase productivity by 40%, reduce manual effort by 75% and bring error rate down to 0.

Industry

High-tech

Process automated

Email migration

The Client

The client is a large payment gateway that operates in multiple countries including the United States.



The Problem

The client was migrating its email campaigns from one vendor's platform to another. Thousands of pre-configured, 'templated' emails had to be moved to the new platform. Since the two platforms were not compatible with each other, the migration had to be done manually, a process that was expected to take a minimum of 2-3 months. Given the sheer volume and complexity of the new platform, it was a huge challenge to get all older emails properly on-boarded within a shorter time frame.



The Solution

eClerx and the client's business users designed a customized, automated Roboworx solution that minimized human interaction with both the input and target systems. Human efforts were only utilized for eye-ball checks, data validation and content verification to finalize the delivery. Automation was planned and executed phase-wise to ensure that humans and Roboworx can work together in an optimal fashion.



The Process

1. INPUT DATA

Roboworx automatically gets input data feeds from the legacy system's input template

2. ENTER DATA

Data feeds are automatically entered into the new system's GUI

3. CREATE MODULES

Email modules are created automatically

Content is extracted from legacy system and entered into new system as per business rules

4. UPLOAD IMAGES

Automatically upload images to image processing server

Maintain image files in accordance with their usage and GEO relevance

5. PUSH IMAGES

Push images to image processing server

Generate URLs to make global image access possible



The Result

Despite the large volume of emails to be migrated, Roboworx not only sped up the migration process but it also reduced the efforts required for data review and validation.

Multi-lingual email/data migration was also done automatically. Roboworx effortlessly integrated with the legacy system while maintaining some 'humans-in-the-loop' for quality control. This allowed for an optimal human-robot partnership, increased input speed, reduced costs and brought the error rate down to 0.



40%

Productivity improvement



80%

Input speed improvement



75%

Manual efforts reduction



0

Errors

Other benefits

- Reduced human effort, especially in the verification process
- Higher efficiency in data input to the target system