eClerx ROBOWORX

Case study

MULTINATIONAL COMPUTER TECHNOLOGY COMPANY

Automated, 'always-on' solution to audit site content and find gaps in product/brand information across multiple geographies and languages

Industry	Process automated
Computer Technology	**Website content audit**

The Client

This US-based MNC is among the world's largest, most well-known computer technology companies, offering a broad range of products (own and from other manufacturers) like computers, servers, peripherals, software, and related products and services. These solutions are sold to customers through multiple channels: offline sales representatives, telephone-based sales and online eCommerce. Over the past 30 years, this Texas-based firm has earned a great reputation for providing high-quality products and world-class customer support to both retail and organizational customers.

The Client Partnership

For close to two decades, eClerx has supported the client with a number of value-added services and outsourced business processes. We bring an unbeatable mix of technical expertise, business proficiency and industry know-how to deliver solutions that have made us the vendor partner of choice for this company.

The Problem

The client markets thousands of products to customers all over the world. One of its most important sales channels is its eCommerce platform which consists of dozens of websites, each customized on the basis of country, product catalog and language. It is absolutely critical that these websites be updated with the correct product information at all times. To avoid losing business and adequately address customer complaints, the business was under pressure to close information gaps on these websites. But to do this, they needed to conduct regular site audits. However, doing this manually for 150+ site pages with multiple products, multi-lingual content and ~140 checkpoints is manually tedious, time-consuming and prone to errors.

The Solution

The eClerx Roboworx team performed an in-depth analysis of the process steps for site audit, dependencies and required outcomes. We then designed an automated Roboworx solution to emulate close to 95% of manual actions and eliminate the need for them. Roboworx incorporated a powerful human-robot partnership designed to work on the current interface with complete security and compliance. The solution automatically executed multiple checkpoints, verified content and identified gaps based on a detailed study of country-specific page layouts. It also generated detailed and insightful reports that informed the client's decision-making and business strategy.

The Result

Roboworx improved the site audit process in multiple ways. By automating and standardizing the site audit process, it minimized the human input required, increased output accuracy & speed and decreased costs. It also freed these human resources to work on more strategic, client-focused tasks. The entire implementation was non-invasive as it was done on the existing system and interfaces, making it easy to adopt and use. Roboworx also enabled the client to effectively address product content gaps on its websites, which reduced customer complaints and increased satisfaction.

95%
Checkpoints automated

72%
AHT improvement

0%
Error rate

Other benefits

- Increased audit accuracy and speed

- Runs 24x7

- Process standardization improves output quality

- Improved resource productivity and client satisfaction