



Ambrosia Infotech

"Synergising Minds"

The Client

A leading international telecommunications company with customers spread across the world, providing integrated conventional and IP (Internet Protocol) voice and data services to business and residential customers, and services to telecoms carriers, mobile operators and providers of content, applications and internet services.

The client had a legacy excel based process of maintaining campaign process, tracking campaign life cycle and managing the campaign budget request and allocation. The system had become obsolete and it led to increased delays in processing and additional costs. One of the other concerns was the lack business intelligence in the entire process. All escalations were triggered manually there was lot of inefficiencies in the overall system. There was no way to rate the performance of the campaign and its activities. The collaboration between the client and its reseller in any campaign was very hard to manage and maintain.

The Client



The client required an IT solutions partner who could solve, develop and implement the solution in very short time. They wanted a partner who could not only deliver the system to the requirements but could also enable integration between their other enterprise applications. The client laid great stress on getting their legacy data migrated to the new system this required a very diverse project team that had worked on multiple development platforms.

Ambrosia with its cost-effective delivery model, experience and a proven development methodology was chosen as the ideal partner.

Some broad functions required for the campaign system were:

- Automation of Campaign Process
- Ability to define multi-activity Campaign
- Ability to track progress the Campaign and its various activities.
- Ability to run Campaign through multiple channels
- Multi-Channel inbound interface
- Ability to track Campaign and Activity Budgets
- Centralized management and mining of Campaign Documents
- Campaign to Lead Conversion Reports
- Ability to export leads generated to the lead management systems.
- Tracking of Campaign Results
- Automatic creation of folders of documents related to Campaign process based pre-defined templates.
- Automatic population of multiple documents with Campaign specific data



Ambrosia – Challenges

The project involved automation of client's multi-stage Campaign Management process. Handling such a complex process globally required a thorough understanding of the client's processes and change objectives.

The key issues faced by the client were:

- Lack of systems providing reach to end-customers through multiple channels
- No centralized repository of the Campaign Documents making the management and mining of these documents a process bottleneck
- Lack of collaborations between the client and its Partners/Resellers
- Manual Campaign Process
- Manual Campaign Budget Request/Allocation Process
- No tracking of Campaign Results/Performance
- No process/system for conversion of Campaign Targets to leads

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Challenges



Ambrosia used its expertise in Microsoft technologies and dot net platforms to deliver the solution to meet the client's requirements.

Ambrosia implemented a three-tier system with the following highlights:

- Ability to configure a complete Campaign status life cycle.
- Ability to run Campaign through multiple channels
- Multi-Channel inbound interface
- Centralized management and mining of Campaign Documents
- Extensive management reports.
- Alerts and Escalations
- Ability to export leads generated to the lead management systems.
- Tracking of Campaign Results
- Automatic creation of folders of documents related to Campaign process based pre-defined templates.
- Automatic population of multiple documents with Campaign specific data
- Allowing users to view Campaign documents based on their rights
- Allowing users to download, update and save Bid documents to this folder
- Allowing users to perform extensive Search on previous bids for mining of crucial information
- Mapping of existing client excel templates to web format
- Ability for resellers/partner to commit budgets and participate in the campaign or any of its activities.



Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to an experienced team of technology professionals
- Access to a team with experience in multiple development platforms
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- Proper risk evaluation and mitigation process
- High standards of delivery and quality

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Benefits



Ambrosia – Approach

The Ambrosia delivery model ensured a seamless transition of processes without any disruption to the existing operations – including a phased transition of operations.

Key features of our approach were:

- Worked closely with the client to ensure strong security and confidentiality across the processes
- Complemented through recruitment of highly skilled and qualified staff
- All target dates for the live processes were met on time or ahead of time
- Ensured seamless transition from legacy to live system with thorough hand-holding at go-live stage and proper documentation of the system
- Following defined Project Management methodology resulted in phase wise rollout of the system.

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Approach

