



An eClerx Digital case study

Ride share & food delivery provider

Increasing conversion rates and consolidating global CRM operations

Keeping the engine running by creating campaigns and consolidating global CRM operations in multiple segments while streamlining operating processes under the time pressures of COVID lockdown.

Results:

10.000+

multi-channel campaigns
built and updated month
over month.

99%

quality maintained via
stringent QA process.

eClerxDigital

Case Study: Ride share & food delivery provider

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CHALLENGE: Standardize operations across segments and geographies to bring down the cost of operations and increase conversion rates.

Any company with 2,000+ yearly campaigns across segments and 100+ countries will face problems if operations are not perfectly streamlined. During the pandemic, every non-perfect business process was amplified. For this leading rideshare and food delivery provider, that meant unsatisfactory onboarding processes. And, with the majority of the workforce working from home, coordination got even trickier.

SOLUTION: A global & comprehensive process enhancement setup.

A four-pronged process was established to address the many challenges across onboarding and staff training, overall process setup, and value-adding marketing automations.

01. Quick onboarding

A 45-member team was up and running in 60 days from onboarding to active publishing.

02. Training and ramp-up

Training and ramp-up was managed by the eClerx Digital team, with no additional bandwidth needed from the client.

03. Process setup

We absorbed existing processes and optimized/enriched them based on our vast experience running campaign operation programs at scale.

04. Automations

Our automations increased the volume and velocity of the campaigns while retaining quality. Automations were created in the areas of campaign briefing, asset creation, audience setup, campaign deployment, and monitoring & QA.

RESULTS & KEY METRICS:

- 99%+ quality maintained via stringent QA process.
- 10,000+ campaigns built and updated month-to-month.
- A 45-member team set up in 2 months during COVID lockdown.
- 100% on-time deployment due to proper SLA management.

