



Case Study - Data Management Services

Delivery Model

Managed Services (Remote)

Business Value Delivered

More than 20% cost savings to the client.

Service provided seamlessly across 3 time zones.

Follow-up service to more than 3000 e-mails across the globe.

Consistently maintained and exceeded SLAs.

Achievements

DesiCrew's team had an onsite training for 6 weeks. Every member of the team, cleared the client's certification test with an average of over 90%.

The high-quality services provided by this team have been endorsed by the end-customer.

In the course of this engagement, DesiCrew became the client's Preferred Crew to execute their other projects which involve quick turn-around and non-negotiable quality.

Background

- The client is the world's leading FMCG manufacturer. They wanted a back-office team to handle their sales and sales-related expense-accounts.
- The team would be responsible for processing, validating, uploading and analysing various business and sales data received from different markets.

DesiCrew's Solution

- DesiCrew provided data enhancement back-end services for trade funds, promotions and payment data of the client. This was done by adding missing data or correcting the existing data for 4 regions. (ASIA, CEEMEA, Western Europe, North America)
- The team is specifically trained to carry out high-focus tasks which are repetitive in nature.
- DesiCrew complies the monthly sales/promotional report for all the brands in ASIA, CEEMEA, Western Europe, North America.
- Dashboards to monitor individual quality scores.

Operational Advantage

- More than 20% cost savings to the client.
- Service provided seamlessly across 3 time zones.
- Consistently maintained and exceeded SLAs.
- Efficient floor management and lower attrition ensures seasonal spikes are handled efficiently.
- Operations scale up executed in less than two weeks.