



Denave's end-to-end program management model generated over \$1.6M in revenue within 3 months



CLIENT

Global leader in the technology industry



BUSINESS OBJECTIVE

To move from a "direct resource management & fund utilization" model to "Pay per performance investment" model. The model to follow process standardization in the market in sync with the targeted geography and compete landscape



THE CHALLENGE

- ▶ **Program Management** - Utilization of the project funds to employ contingent staff irrespective of the project success status
- ▶ **Customer Contactability** – Extreme data privacy sensitive market rendering inaccurate customer profiling. Exorbitant cost involved in seeking customer profiling services with no success guarantee.
- ▶ **Coverage at Scale** – Challenges in customer profiling impacting the customer engagement rate
- ▶ **Database Cleansing & Centralization** – De-centralized databases resulting in multiple engines and campaigns engaging the same accounts.
- ▶ **Revenue Claim Duplicity** – Multiple campaigns/projects claiming the same revenue due to data duplicity – leading to the reduced ROI
- ▶ **Centralized Reporting & Business Intelligence** – Unavailability of any formal performance and revenue attainment reports.
- ▶ **Pipeline Creation & Management** – Visible pipeline and anticipated revenue was almost negligible.



THE DENAVE EDGE

- ▶ **End to end program management** – Denave extended manpower assistance in hiring, training and deploying staff for the entire campaign. Also, paved way for integrating Denave processes in the client's infrastructure to drive a successful campaign in the new Fiscal Year.
- ▶ **Customer Contactability & Coverage at scale** – An inhouse 12-member profiling team was set up to profile customer data in accordance with client's Privacy Guidelines. Accurate profiling resulted in an increase in customer contactability by 50%.
- ▶ **Database Cleansing & Revenue Duplicity** – Denave's proprietary database cleansing tools and services were deployed to create a central data repository that helped increasing the ROI for the client and ensured proper fund usage in other productive channels.
- ▶ **Centralized Reporting & Business Intelligence** – Program performance & revenue reporting made available in curated dashboard files, specific to the client's needs in both online and offline formats. Integrated revenue reporting tools in the engagement process for performance review by country Stakeholders & Regional & Global head offices.



PROGRAM REACH

📍 South Korea



THE RESULT

- ▶ USD1.6 million of revenue generated within the 1st quarter of the pilot campaign.
- ▶ 45000 accounts cleaned and added to the central repository.
- ▶ 7000+ accounts profiled and ready for engagement in the new fiscal year.