



Optimizing campaign management cost for a health services company

Challenges

Our client, a health services organization, conducts customer surveys as part of its HR consulting and advisory services in health, wealth, and careers. The survey process was manual and required 300,000 hours per year for data collection, validation, and analysis. The entire process was therefore time-consuming and highly cost-intensive, with a spend of approximately US\$12 Million per year.

Solution

Leveraging the Fosfor Decision Cloud, the client moved the entire process to AWS cloud to build a cloud-based campaign system. Using the expression builder of Spectra, the Fosfor Data Designer, business rules were converted into reusable expressions and further leveraged by the survey questionnaire. This system enabled the client to manage customer information better by efficiently collecting survey data and gaining global analytical insights. Thus, cutting down on IT licensing & support costs for the client, and improving the customer engagement for them.

Impact

The Fosfor Decision Cloud made changes in the logic, as required, with large-scale data fusion, and delivered faster end-value with powerful processing and optimized analytics model. The client's business improved based on customers' insights. This helped the client in effective data-driven campaign management, with a simplified customer acquisition process.

Additionally, it offered the following benefits:

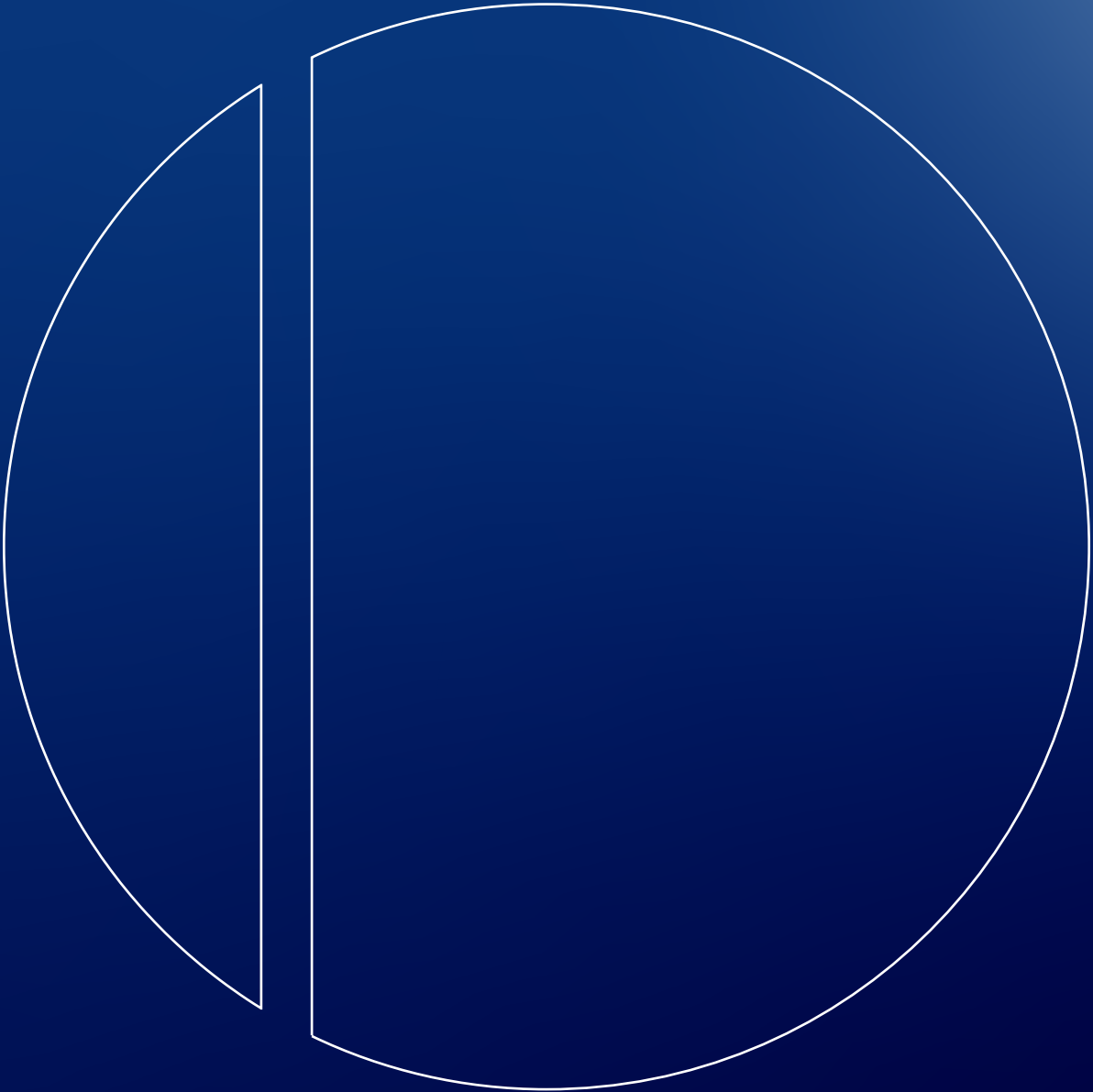
90%

reduction in manual effort

\$7Mn

sustainable annual savings

Improved user experience owing to real-time data validation and substantially minimized client interaction



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. The Fosfor Data Products Unit is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.