



Case study

A leading HR consulting and advisory services organization improves campaign efficiency

A cloud-based data pipelining system helped the organization achieve greater campaign management efficiency

An overview

Discover how Fosfor helped a HR consulting and advisory services organization



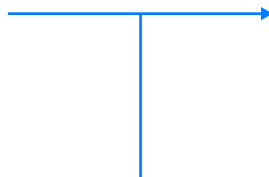
Go from a manual and inefficient HR campaign management system

Manually managing the HR campaigns engendered several inefficiencies and inaccuracies



To a robust, scalable, and highly efficient system

A robust cloud-based campaign management system helped achieve improved campaign results



Using the Fosfor Decision Cloud

Fosfor set up a robust cloud-based campaign management system to reduce manual efforts and optimize data collection

The results

90%

reduction in manual efforts

~\$7Mn

sustainable annual savings

Improved user experience via real-time data validation

Challenges

Addressing HR campaign management challenges with digital solutions

Campaign management processes play a pivotal role in human resources (HR) consulting and advisory services - reaching out to potential clients, understanding their needs, and tailoring services accordingly. However, traditional methods often suffer from inaccuracies and inefficiencies, leading to suboptimal outcomes. With the rapidly evolving digital landscape, there arises a pressing need for HR consulting firms to adopt digitized solutions that enhance accuracy, efficiency, and overall campaign management effectiveness.

The client, a prominent HR consulting and advisory services organization, approached us with a clear objective: to enhance their campaign management process by significantly improving accuracy and efficiency. Recognizing the critical importance of this initiative for the client's business growth and operational excellence, our solution aimed to leverage cutting-edge technology to revolutionize their campaign management framework.

Solution

Enhancing efficiency in campaign management with the Fosfor Decision Cloud

We proposed leveraging the Fosfor Decision Cloud's Data Designer, to build a comprehensive cloud-based campaign management solution. By transitioning the entire campaign management process to the AWS cloud infrastructure and integrating the Fosfor Decision Cloud, we enabled the client to build a robust, scalable, and highly efficient campaign system. Key features of the solution facilitated the conversion of business rules into reusable expressions for seamless integration with survey questionnaires.

The migration of the client's campaign management processes to the AWS Cloud also resulted in significant operational enhancements. By automating workflows, optimizing data collection, and providing real-time data validation, the solution enabled the client to better manage customer information, gain actionable insights, and enhance overall engagement. Notably, this streamlined the customization of survey questionnaires, improving the accuracy and relevance of collected data.

How the Data Designer works

The Data Designer empowers seamless data organization and transformation, leveraging AI to construct reliable pipelines swiftly. With flexible environments and GenAI assistance, users efficiently curate AI-ready data, minimizing risks and maximizing performance for accelerated decision-making.

The Fosfor Decision Cloud allowed the prominent HR consulting and advisory services organization to:



Reduce manual efforts by 90%: By automating key processes and workflows, the client achieved a substantial reduction in manual efforts, leading to enhanced productivity and resource optimization.



Attain approximately \$7 million in sustainable annual savings: The implementation of the digitized solution resulted in significant cost savings for the client, primarily driven by reduced IT licensing and support costs, as well as improved operational efficiency.



Improve user experience: Real-time data validation capabilities enhanced the user experience by minimizing errors and streamlining interactions, leading to higher satisfaction among clients and stakeholders.

The impact

90%

reduction in manual efforts

~\$7Mn

sustainable annual savings

Improved user experience via real-time data validation



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. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.