



Employing Robotics for Data Innovation

About the Client:

The client is a leading provider of detailed and definitive information on retail and foodservice intelligence to businesses worldwide.

Industry: Retail

Geography: USA

Overview:

Our engagement with the client revolves around building a hybrid data delivery model combining human excellence with Artificial Intelligence. The focus of the engagement was to minimize manual labor and increase the efficiency and accuracy of data delivered.

Highlights:

Processed
100K+
Contacts across
29K companies in a
month in Data Engine

Validated
35K+
Records
using Automation Tool

19K+
New Email
records added

~26K+
New Contacts
sourced

Business Challenges:

- To maintain & refresh 1 Mn+ records & personas to the concurrent state monthly
- The inability of the partner to support a large volume of new data & refresh activities
- Append 50% of the data with concurrent details & contacts with the valid email address
- Build & maintain large sets of data accurately & cost-effectively

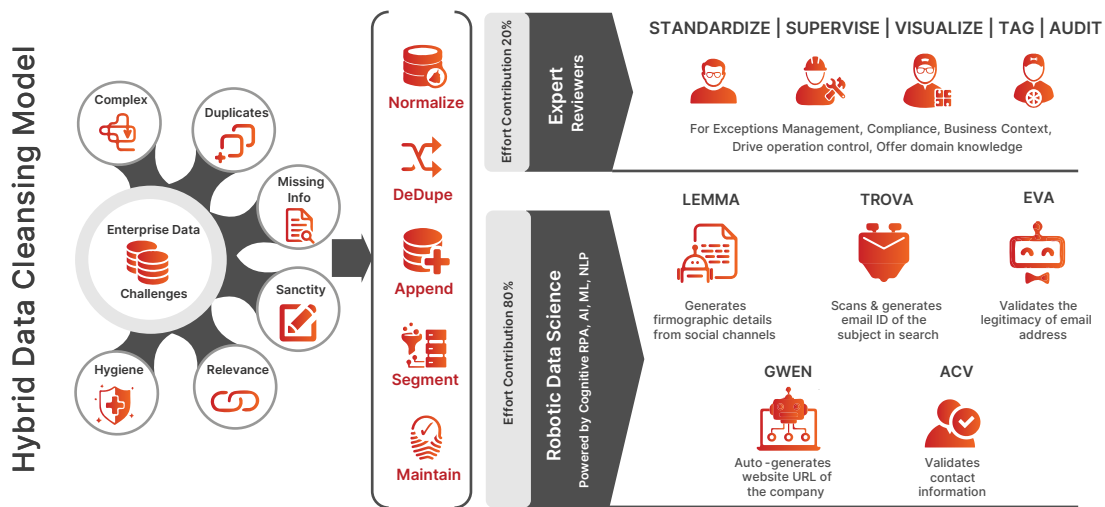


In the modern data-driven world, the constant evolution is making it more challenging for businesses to operate seamlessly. Data has always been at the heart of the companies, with a direct correlation to revenue growth and expansion. However, in a hyper-digital and personalized economy, data needs continuous attention to keep it fresh, accurate, consistent, and valuable.

Solution Offered:

Our solutions for the client helped them with –

- Eradicating manual data searches saving them time and eliminating redundant, repetitive, and erroneous data. It also made for an ideal opportunity of applying Robotics & AI automation techniques to process large volumes of data tasks like cleansing, normalization, standardizing, appending, and creation. We deployed a hybrid delivery model comprising 80% BOTs (digital labor) and 20% experts (manual research for exceptions).
- The Automatic Contact Validation (ACV) BOT ran queries on sample sets of data. It provided details of web-validated contacts, while TROVA BOT was utilized to source email addresses with high precision. It improved the outreach & deliverability.
- Some repetitive and simple tasks like new data extraction from multiple sources, manual keying, migration, de-duplication, and aggregation were 100% automated using Robotic Process Automation (RPA) tools.
- We were redirecting 20% of complex data and record sets that needed decision making, screening irregularities, and accurate judgments through our data science experts for revalidation and improving the data quality.



Business Gains:

85%
Data Quality
Achieved

45%
Cost Savings
on data operations

20%
Improvement
in speed to market

