Reducing Business Development Costs by 70% through a Workflow Automation Solution

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The client is a medium sized B2B player in the info tech industry. With a sizable presence in India, the company is looking to expand its footprint in newer markets in the US and Africa. Business Development activities were executed by a team of business development executives employed to manually scour web sources to create contact lists. The team was led by a manager who supervised the work. With an ambitious expansion plan the client wanted to boost its business development activity without adding on excessive costs.

The Challenge

The current business development process being manually driven, had several limitations. While considerable man hours and resources were invested in the business development task, the output would often be unreliable and failed to be actionable. The process was prone to human error since it involved manual operations. Follow ups were inconsistent and lead losses and leakages were frequent. Valuable manager hours was spent in supervision and administrative tasks that took away resources from the company's core business. Scalability was also an issue since it was linked to recruitment and involved considerable additional costs.

Nexii Approach

Nexii Labs approached the problem by first studying the process. This exercise provided the most critical inputs: that several activities done by BDEs were repetitive, routine tasks that can be automated.

With this crucial insight, Nexii Labs set about designing an automated solution to the problem.

Converging competencies in various technologies Nexii Labs created a web based, cloud hosted business development platform. Using Development Technologies such as Java, spring, Hibernate and REST and Web Services like MySQL, Bootstrap, AJAX the platform leverages the Tomcat Deployment Server and uses Jenkins as a Build Tool. To meet quality standard it uses Selenium based test automation.

Key Results

Post deployment and use, the client realized the following:

1. Over 70% cost Savings through BDE task automation that eliminated need for BDE manpower
2. Zero instances of lead losses and leakages were recorded.
3. Accuracy levels of 100% were achieved in follow up processes by eliminating human intervention in process.
4. Improved productivity levels of managers by eliminating supervisory duties.

Nexii Advantage

The client benefitted from

1. Lower human resource requirements owing to Always-on automated processes that can operate across time zones continuously and consistently
2. Enhanced quality of output improving the potential for sale conversion
3. Streamlined BD process improving efficiency leading to overall reduction in TCO.

Outcome

The client was delighted to meet its business development objectives in an efficient way while also savings dramatically on total cost of operations. The company now uses the platform for all its business development activities.

About NexiiLabs

Nexii Labs is a US headquartered IT solutions provider with an R&D center in Hyderabad & Bangalore, India. With deep domain expertise in expertise in storage, virtualization and cloud technologies, we offer state-of-the-art Product development, quality assurance, mobility solutions, cloud services, managed services and technical support services. Our clients list includes global leaders and Fortune 500 businesses. We are also an ISO 27001 and ISO 9001:2008 certified organization.

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