

Cybage **reduced the operation time by 80%** for a leader in outcome-based marketing by setting up an **RPA CoE within the organization**

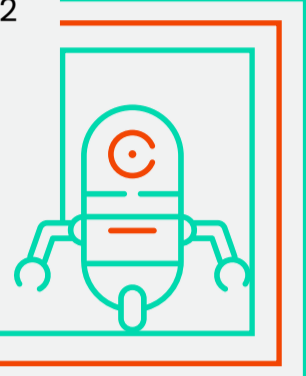


About the Client

Is the forerunner in outcome-based marketing

Provides services including marketing data, insights-strategy, marketing technology, creative services, and media reach to create connections between people and brands

Is serving 12 countries



Business Needs

Set up an RPA CoE within the organization and integrate it with the marketing department processes

Require assistance in the RPA infra setup along with governance model for the CoE

Repurpose marketing associates from routine ticketing jobs to play better business roles

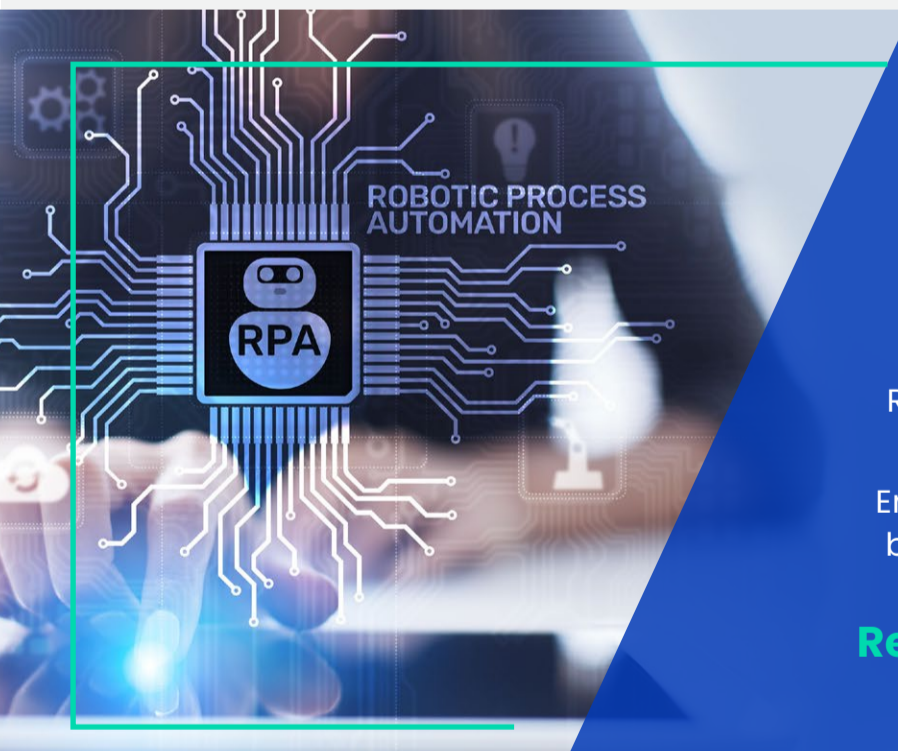
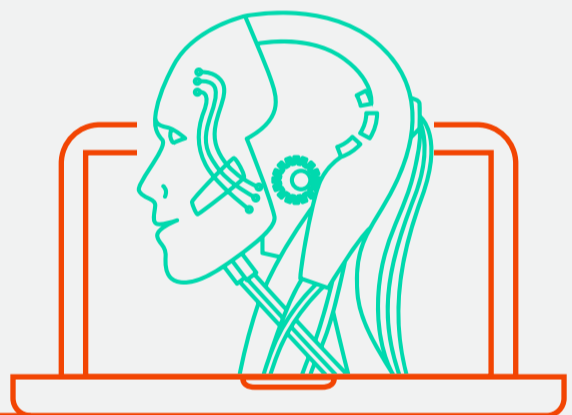
Solutions



Provided consultation for end-to-end setup from CoE to a live bot deployment

Established and demonstrated RPA practice by implementing few processes on AWS platform

Set up UiPath RPA infra and orchestration along with implementation team



Business Impact

Processed **100s tickets each** day, by bots without human intervention

Reduced operation time by **80%**

Ensured **faster calculations** by **eliminating** manual errors

Repurposed 18 FTEs for other priority work

Technology Stack

Technologies



Applications

Inhouse product for Marketing Operations



Platform



Cybage RPA CoE

- Automation Maturity Assessment
- CoE Setup
- Bot factory & Implementation
- Bot Monitoring & Support
- Bot Lifecycle Management
- Intelligent Process Automation
- Smart Process Automation

Automate to Speed-Up Processes, Reduce Costs, and Eliminate Errors

business@cybage.com | [Explore More](#)

