Broadcasting Case Study

BUSINESS PROCESS
AUTOMATION USING PEGA

Digitizing and streamlining a pre-existing manual system to collect and validate brand ideas received from stakeholders across the globe through a comprehensive workflow system.

ABOUT THE CUSTOMER

A global lifestyle television broadcasting network with over 50 channels spread across geographies committed to creating diverse content beyond cultural and ethnic frontiers.

CHALLENGE

A key activity of the network is identifying culturally and sociologically relevant brand or program ideas that the broadcaster could localize for the target audience to consume.

As a broadcasting network with over 50 channels catering to a diverse spectrum of cultural backgrounds, the screening process for program ideas required a preliminary filtering mechanism that could effectively reject disputable ideas while ensuring well-founded suggestions do not fall through the cracks.

With a multiplicity of stakeholders positioned across the globe, it was critical to gather and consolidate all the ideas and suggestions contributed. While the ideas and suggestions poured in from every corner of the world, the existing manual system handling the inflow of data was prone to several vulnerabilities.

LOSS OF INFORMATION
There was a high chance of data loss since the entire process was manual and the system heavily relied on the role of a producer submitting the ideas on behalf of the creator (stakeholder).

FOLLOW-UP FIASCO
The entire process involved communication through e-mail and required the creators to contact the producers to submit their proposals. With numerous suggestions coming in, trackability posed a significant threat, and the possibility of ideas slipping through the cracks was potentially high.

ERROR PRONE
Maintaining data in a spreadsheet that required constant updating also posed as a threat to data integrity and freshness. The system was not completely immune to erroneous data.

PROTRACTED VETTING TIMELINES
It took an excessive amount of time for decision making body to provide feedback regarding submitted proposals.

SOLUTION

The primary idea was to digitize the existing spreadsheet-based manual system through a "Brand Idea Submission Workflow" that could define goals, needs, and parameters for efficient submission and consolidation of ideas.

EvonSys envisaged the workflow through the lens of a Pega powered solution to drive and deliver the demands of the customer. Some of the key features that helped accomplish the objectives were:

Case Management
It served as the epicenter in managing data, tasks, sub-tasks, and other activities responsible for the workflow system. From ensuring the availability of fresh and accurate data to enabling provisions for handling any exceptions to those intended outcomes, the Pega case management orchestrated the operations from end to end.

E-mail configuration
A key part of the workflow was built around enhancing the approval process through e-mails. The e-mail/ smtp configuration was used to ensure a prompt and timely response to ideas safeguarding against the loss of any ideas or suggestions.

SLAs
The workflow was also equipped with a mechanism to align objectives to a work completion deadline tightly.

BUSINESS VALUE

The new "Brand Idea Submission Workflow Automation" tool helped the client effectively consolidate diverse opinions and suggestions and quickly move on to the next stage of operations.

ACCELERATED TIMELINE
EvonSys completed the project within an aggressive timeline of 10 weeks, meeting all the proposed project timelines.

OPERATIONAL EFFICIENCY
The "Brand Idea Submission Workflow Automation" streamlined the entire idea submission process and empowered the customer to make quicker decisions and move on to successive stages of operations.

EMPLOYEE & STAKEHOLDER EXPERIENCE
The new tool eliminated the burden on internal employees and stakeholders by removing the possibility of any room for inefficiencies.

TESTIMONIAL

The team's agility to work through and resolve the various issues for this MLP is very much appreciated. As you know, I am aiming for this product to have a good user buy-in with a meaningful impact so that HCI can be more efficient in our time for processing the many brand proposals that come through. The work your team has done contributes to this success. And this success will allow us to build further tools for the efficiency of our mission and operations.

Director of Analytics & Innovation
Broadcasting Industry

ASK US ABOUT THE EVOLVE WORK SHOP

Contact our team.

We'd love to help you.

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