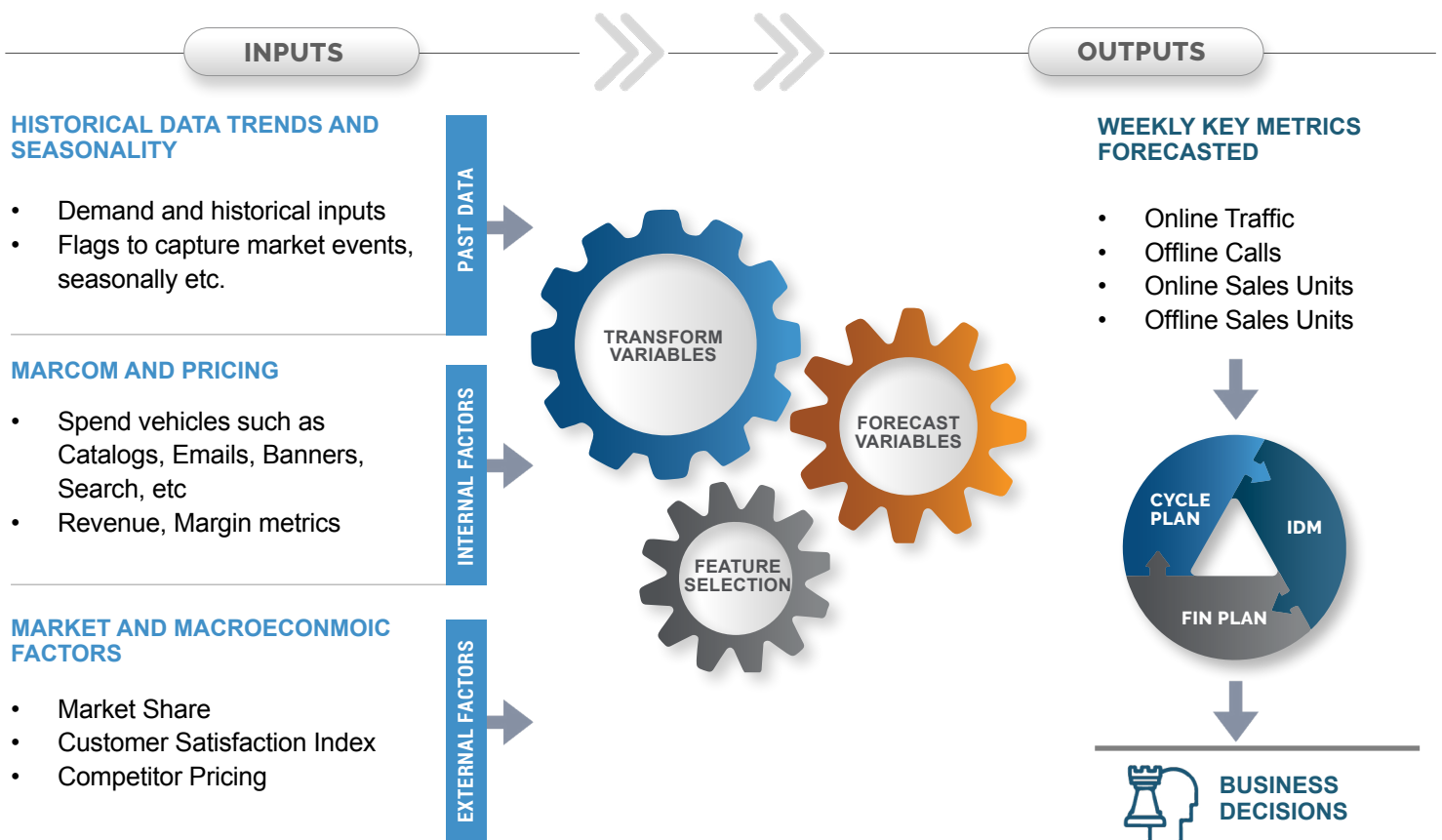# eClerxDigital

GLOBAL HIGH TECH MANUFACTURER

OVER 95% FORECAST ACCURACY AND 28% MODEL IMPROVEMENT COMPARED TO PREVIOUS METHODOLOGY

A global high tech manufacturer partnered with eClerx Digital to optimize marketing communications spend and to maximize ROI. The client needed to optimize their marketing strategy for several product lines across multiple online and offline channels in order to determine the campaign impact on order volumes. The client also wanted to forecast daily visits, conversion, online orders, and call volume to staff call support personnel correctly.

BUSINESS CHALLENGES

- Forecast sales and website traffic with 90% accuracy
- Analyze and report the effectiveness of multiple campaign deep-dives weekly to enable in-campaign course correction
- Perform ad hoc analysis to understand and bridge sales attainment gaps

INPUTS » » **OUTPUTS**

HISTORICAL DATA TRENDS AND SEASONALITY

- Demand and historical inputs
- Flags to capture market events, seasonally etc.

PAST DATA

MARCOM AND PRICING

- Spend vehicles such as Catalogs, Emails, Banners, Search, etc
- Revenue, Margin metrics

INTERNAL FACTORS

MARKET AND MACROECONMOIC FACTORS

- Market Share
- Customer Satisfaction Index
- Competitor Pricing

EXTERNAL FACTORS

TRANSFORM VARIABLES

FORECAST VARIABLES

FEATURE SELECTION

WEEKLY KEY METRICS FORECASTED

- Online Traffic
- Offline Calls
- Online Sales Units
- Offline Sales Units

CYCLE PLAN — **IDM** — **FIN PLAN**

BUSINESS DECISIONS

CLIENT TESTIMONIAL

95% — Consistently maintain greater than 95% forecast accuracy across online and offline channels.

28% — Average improvement across all models compared to pre-eClerx Digital models in four weeks.
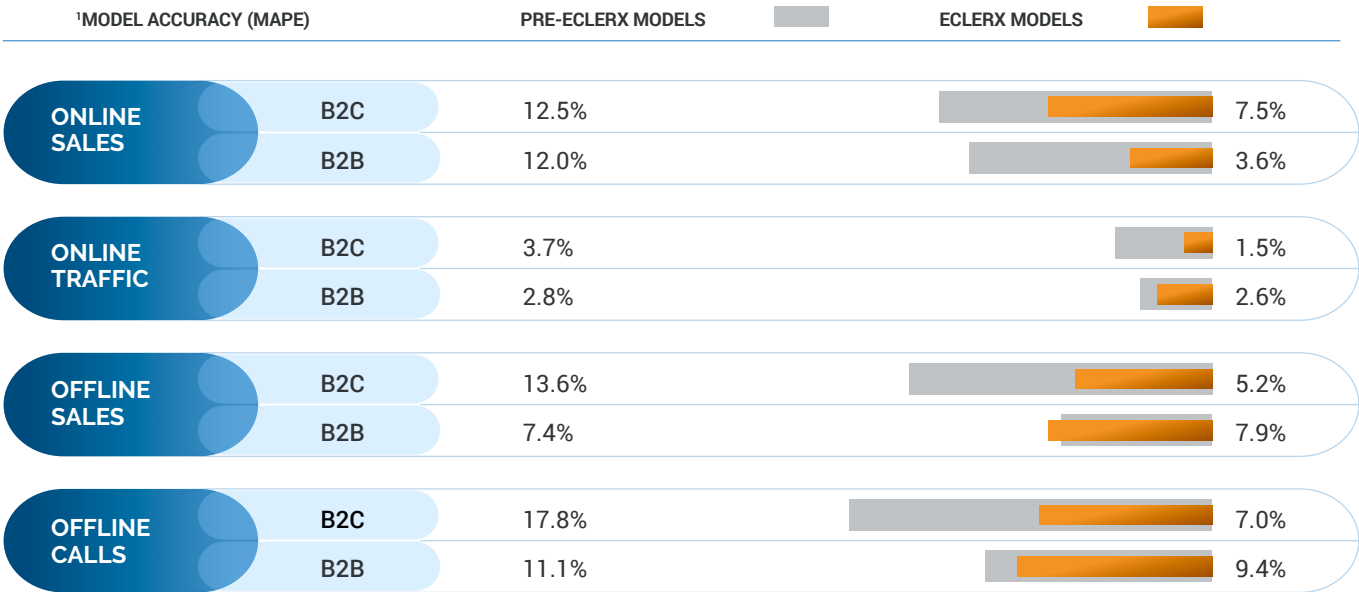
75% — Reduction in turnaround time for model building and reporting. Time savings was then reallocated into deep dives.

CLIENT FEEDBACK

Integrated Demand Management (IDM) has always been a very sensitive area and complex tool. When we thought of changing partners, I was a bit scared about the transition but the great co-ordination and leadership from eClerx made this happen really well. There was a big learning curve but this team worked really hard to make it happen. In just a few months, the team was running IDM on its own and that too with so much improvement. The credit goes to every team member who came onboard. and ramped up fast."

– MARKETING DIRECTOR, GLOBAL TECHNOLOGY COMPANY

[1]MODEL ACCURACY (MAPE)		PRE-ECLERX MODELS	ECLERX MODELS
ONLINE SALES	B2C	12.5%	7.5%
	B2B	12.0%	3.6%
ONLINE TRAFFIC	B2C	3.7%	1.5%
	B2B	2.8%	2.6%
OFFLINE SALES	B2C	13.6%	5.2%
	B2B	7.4%	7.9%
OFFLINE CALLS	B2C	17.8%	7.0%
	B2B	11.1%	9.4%

[1]MAPE (Mean Absolute Percentage Error) is measurement of deviation of forecast from actual - the lower value, than the better the forecast.

ABOUT ECLERX DIGITAL

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

CONTACT

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