



**BOREK**  
SOLUTIONS

# DATA MANAGEMENT

For a Leading Service Provider in the  
Dialogue Marketing Industry



**CASE STUDY**

2020

# THE DIALOGUE MARKETING INDUSTRY IS A FORM OF DIRECT MARKETING THAT SPECIFICALLY TARGETS CONSUMER INTERESTS

## CLIENT

A leading player in the **dialogue marketing industry**, our client is developing individualized, **data-driven customer communication solutions**. Whether a single campaign or an entire strategy – The range of services extends from personalized birthday mailings to comprehensive customer loyalty solutions with cash register integration.

## SCENARIO

In order to scale their business, the client was in need to **continually digitalize datasets** (images, text, tabular data, etc.).

## SOLUTION

By understanding the of the client, Borek Solutions deployed teams of **data management experts**.

## TEAM

In order for the team to be as agile as possible, we created a multi-layered structure. The **Project Manager** oversees the actions of the team whilst the respective **Subject Matter Expert (SME)**, focuses on maintaining consistent throughput.

## IMPLEMENTATION

The Project Manager took up the responsibility to structure the processes for the deployed Data Management Team:-

- Succeeding, by ensuring articulate clarity during the Requirement Understanding Process.
- On requirement finalization, **sample data and analysis results** were **submitted** by the SME
- Each dataset was **thoroughly checked** against the agreed quality criteria **quality requirements**
- The quality dataset was then analyzed and the final dataset and analysis were provided to the client.

## HIGHLIGHTS

- 01 A Team of **2 resources** were deployed by the **Project Manager**
- 02 **3+ years** of engagement and counting
- 03 **Project duration** averaging between **8 to 12 weeks**
- 04 **15+** data management **projects delivered successfully**
- 05 **55,000+** data files managed (cleansing, validation, verification etc.)
- 06 **1.2 Million+** records digitalized

## KEY BENEFITS

**Data Analysis** was possible due to centralized digitalized data made available.

Operations Teams **saved 25% time** by engaging the Borek Solutions team.

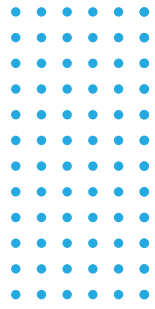
**Value of Data increased** due to data centralization and digitalization

Operations Teams focused on next levels of **value-addition** due to time saving

Data Handling Cost **reduced by 30%** due to savings through Data Digitalization

## BOREK ADVANTAGE

- Borek Solutions **Indo-German DNA** and **comprehensive team model** stand out from the crowd
- Our clients enjoy greater flexibility to build **extended teams** while increasing value focused engagement for their clients
- With a 24x7 ready infra-structure Borek Solutions **teams operate across time-zones**
- Borek Solutions has access to, practically, **unlimited resource pool** makes it a champion of unparalleled turn-around-times
- Our experienced resourcing specialists make sure that each **team member is carefully selected** to address unique needs of our clients



Borek Solutions, a division of Borek IT Sourcing Pvt. Ltd., is part of a German, family-owned group, serving clients in building teams across a wide range of competencies.

**Contact**

**Phone:** +91 265 232 2487

**E-mail:** [connect@boreksolutions.com](mailto:connect@boreksolutions.com)

