



Let's Solve

Case Study

Outreach Expansion
Planning &
Implementation for
US-based
Automotive OEM

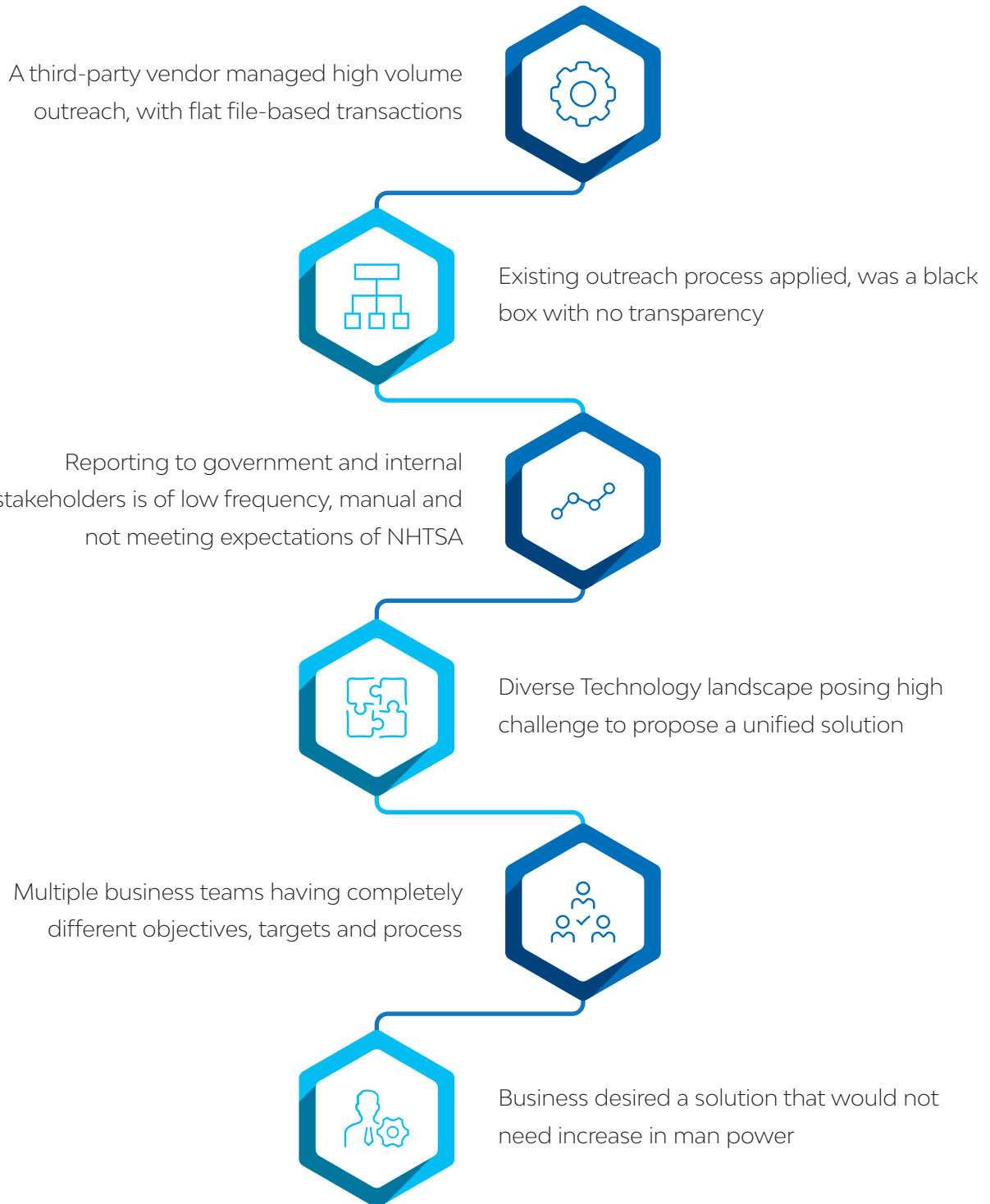


A Larsen & Toubro
Group Company

Client

The client, US-based Automotive Original Equipment Manufacturer, wanted to create a package tracking system, with additional features and functions, which aims to expand the usage in plant and become the single source of truth for all packaging related data.

Challenges



LTI Solution

Establish business process to plan and schedule the mass outreach through effective campaigns



Omni-channel communication outreach capability in high volume through SMS, Email, Robo Call, Progressive Call and Post Cards

Automated removal of vehicles from outreach journey, when the vehicle has been repaired, or is considered off the road.



Automated reports with self BI capability to facilitate effective communication with government and internal stakeholders

Perform Fit-gap analysis of new requirements, evaluate multiple solution options, and recommend best-fit solution.



Automation with existing telecom platform to achieve Robo and progressive calls.

Automation with existing system for Post Card outreach.



Business Benefits Delivered

- Estimated yearly benefits of USD +15 Mn across the entire region

Technology IP

- Salesforce
- Pega
- Business Objects
- Big Data
- Genesys
- Informatica
- POLK

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 350 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 28,000 LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Ltinfotech.com or follow us at [@LTI_Global](https://twitter.com/LTI_Global)

