

## INDUSTRY

# Media & Communication

News Media company with its presence in the Television and Digital Media in multiple Indian languages, with a prominent footprint in India and abroad.

## Value Creation Modules

### Advertiser and Agency Onboarding System

Classification and mapping of Advertiser with agency during new client onboarding.

### Account Management

360-degree view of Advertiser and Agency on one screen related to email communication, activities and opportunities.

### Opportunity Management

Overview of Closed and pipeline opportunities with competitors' details.

### Forecast Management

Logic-based insight into open opportunities that are most likely to close each month.

### Performance Tracking

Metric-based tracking of Sales team's performance across different verticals

### Intelligent Reporting

and MIS for all personas

### Integrations

Microsoft 365 – Calendar and E-mail, LinkedIn Sales Navigator

### Mobile App

Enabling the sales team to perform all activities on the go.

## Personas



- Retail Sales Team
- Corporate Sales Team
- Direct In State
- Government Sales Team
- Spotlight Team
- Leadership Team

## Products & Technologies Used



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## CHALLENGES

- No view of customer unified data across different business vertical and regions.
- Duplicate accounts leading to sync between teams.
- Managing channel wise deal for a combination of Advertiser and Agency.
- Keep track of open pipeline.
- Business forecasting for future.
- Keep track of planned and completed activities.
- Lack of unified business health dashboard.
- Dis integrated systems leading to operational in efficiencies.

- Unified view of customers current and past business by creating a customer 360-degree view
- Customer mapping with Agency.
- Opportunity management to capture channel wise deal.
- Account and lead sharing basis of Business Vertical.

- Forecasting to analyse revenue pipeline.
- Target mapping for individual performance tracking
- Email integration to better analytics of communication.
- Activity management to internal collaboration.



## SOLUTION



## BENEFITS

- Streamlined SPANCO process with higher conversion rate.
- Unified view of customer with all the transactions at one place.
- Efficient customer onboarding process reducing the lead time.
- Effective client communication with einstein activity capture and email integration..
- Business forecasting and better planning.
- Better control over business by real time reports and dashboards for regional heads.