

# Site Audit



eClerx client is a multinational computer technology company, that developed, sold, repaired, and supported computers and related products and services. Offering a broad range of product categories, including desktop computer systems, storages, servers and networking products, mobility products, software and peripherals, and services to manage IT Infrastructure for large organizations. The company sells its products and services directly to customers through sales representatives, telephone-based sales and online selling.

eClerx client vendor (another multinational company that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services) enforced a line list rule based content audit to ensure availability of their brand information with other manufacturers products. For client it turned out to be a big task to conduct audit process on multi lingual content considering global geometry in scope along with stiff timeline.

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## BUSINESS PROBLEM

The client market various manufacturer's brands along with their own products. With global presence, ~150 site pages with multiple products were tasked to complete. In total, 140 checkpoints needed manual audit to ensure compliance and with penalty clause in place for any discrepancy. There was a growing pressure on the business to provide Quality outputs, higher efficiencies while executing the process.

Even though the work at some places was rule-based and repetitive the main concerns were in the quality and the loss of business value in case of failures.

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## SOLUTION

eClerx's Robotic Team was consulted for addressing the problem and work on the possible solution. The team did an in-depth analysis of the process and recommended automation solution for the Site Audit Compliance implementation. The suggested solution was designed to work on the current interface with no concern on the security or compliance aspect.

Quality was of primary objective while designing the solution. Reduction in AHT and cost effectiveness were secondary but important objectives to be considered.

- **Robotic Process Automation**

This automation emulated ~95% actions of the user. With the help of Roboworx, area of opportunities got identified and detail study on country specific page layout got documented. Page traversing with in segment was done. Identification of page layout and content verification based on line list rule implemented. Multiple checkpoints executed in-order to make site audit compliance with agreement. Report generation with detail drill down information became easier and error free.

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## RESULT

After implementation of the automation, the whole process improved significantly. The process was now more accurate, faster, and efficient with higher productivity and the overall cost was reduced. The entire implementation was non-invasive as everything was done on the existing system and interfaces and there was no change in the process execution.

This has led to increased client satisfaction and confidence in eClerx's ability to deliver automation solutions.

The solution provided many benefits; some of them are listed below:

- **95%** of the checkpoints automated, No quality issues because of Standardized Audit process
- **Higher quality output** delivered; Focus shifted more on final Quality audits from manual repetitive activities
- Increased productivity due to reduction in AHT by **72%**