

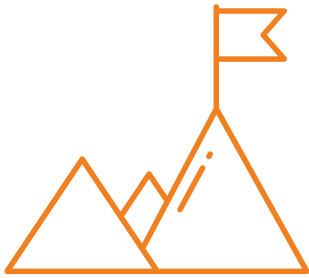


## Case Study

---

# Improved Customer Outreach Process, Reduced Operating Expenses for Japanese Manufacturer

The client is a Japanese, public multinational conglomerate, primarily manufacturing automobiles, motorcycles, and power equipment.



## Challenges:

- Blackbox system for handling customer outreach, leading to suboptimal process transparency and high cost of operations.
- Ineffective reporting capabilities, resulting in NHTSA compliance issues.
- Lack of internal accountability and control for the outreach process.

---

## LTI Solution:

Enabled multi-channel outreach (email, SMS, robocalls, progressive dialer calls, and ring-less voice mails) on segmented data-abiding journeys.

Facilitated integration with ad servers, DSPs, SSPs, and other data sources for inbound and outbound data transfer.

Implemented a flexible design to capture the parameters that govern suppressions and volumes using an intuitive, business-friendly user interface.

## Business Benefits:

Delivered in-house capability of mass outreach with projected savings of about USD 9 million spent on vendors performing outreach activity over the next five years.

Improved customer reach efficiency – ways to communicate the issue to the customer and receive confirmation for recall.

Optimized outreach analytics to support future business growth.

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 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 unparalleled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 35,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Follow us at @LTI\_Global

info@Lntinfotech.com