



GENPACT

How Genpact Published 4x More Content and Generated 2x More Leads

Genpact designs, transforms and runs business operations, including those that are complex and specific to a set of chosen industries, from banking and financial services to life sciences, healthcare, insurance, CPG and high tech. In order to create content at scale they needed to identify writers with specialized areas of expertise across the globe, and they needed to do it quickly.

Since partnering with Contently Genpact is now producing 40+ case studies, articles, whitepapers, infographics and research-based content each month – over four times the amount of content it had been creating. Genpact has also been able to reduce the amount of time it takes to produce each content asset by 30%. As a result, Genpact's downloads have doubled and the web traffic has grown by 20%

"Deploying Contently helped us go to market much faster than we could have otherwise. Having a workflow tool and access to skilled writers helped us produce more than 40 original pieces of content that addressed our audience needs and challenges across different industries and buying centers," said Amrita Thapar, Content Leader for Marketing at Genpact.

Challenge

Genpact needed new subject matter experts and specialists to work with their own marketing team who had a strong understanding of the complicated industry trends - from diverse topics such as responsible procurement for pharmaceuticals to new regulatory issues in banking. They also needed a better content production system to manage and scale their publishing process.

Solution

Since partnering with Contently, Genpact's brand newsroom is now virtual and global, it includes over 35 writers, 4 specialist editors, a proof-reading agency, a design agency, a web agency and the marketing demand generation team.

Genpact is now producing 40+ case studies and articles a month – over four times more assets—and watching their number of downloads climb into the thousands for each piece.

Results

30%

reduction in content production time

2x

increase in content downloads - as high as 40,000 per month

20%

overall traffic increase in 2014

Examples of work

one or more of these employees eventually see a productivity lift of 30%.

Areas where robots score better than employees are accuracy, 24x7, uninterrupted labor, flexibility, and compliance.

These advantages are far from the core of business process optimization services, or Global Business process operations. The economic "end game" is significant limitations to precise accountability software. RA also generates at the "keystroke" level of assurance during the work of other staff.

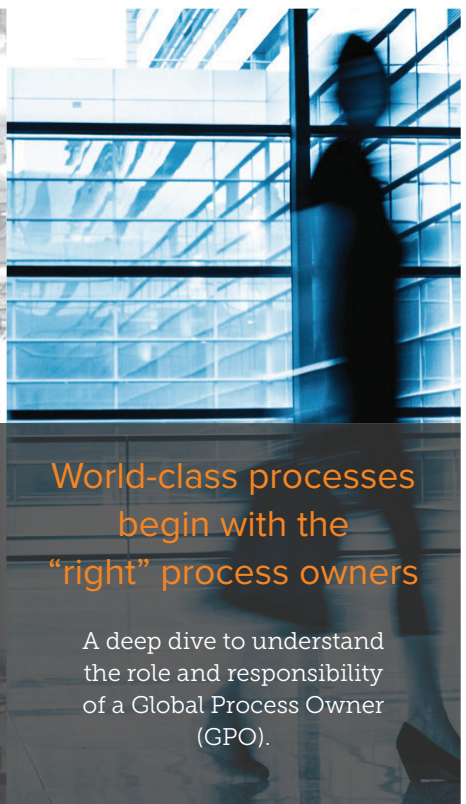
The limits of RA

What is the ultimate in business process optimization services, or Global Business process operations? The economic "end game" is significant limitations to precise accountability software. RA also generates at the "keystroke" level of assurance during the work of other staff.

Point of View: "Robotics" in process operations

Experts cover rapid automation (RA), also known as "robotics" and autonomics.

Non-digital input type:



Interested in working with us?

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