

One of the largest Indian agency conglomerates resolved prolonged turnaround time for billing post-delivery on TV ads. Learn How?





Client Overview:

The client is the largest Indian majority-owned integrated marketing services provider, boasting over five decades of experience.

They offer a comprehensive suite of services, including creative, media, data analytics, and market research solutions. With a commitment to delivering excellence, the client has established itself as a leader in the industry.

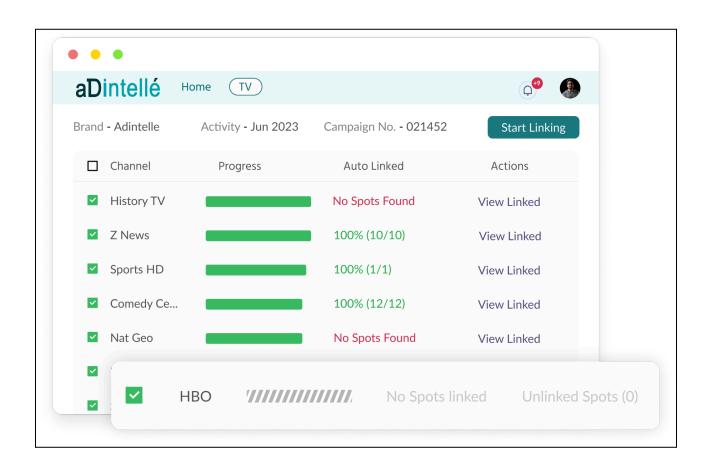
Challenges Faced by the Client:

- One of the significant challenges the client faced was the prolonged turnaround time for billing post-delivery on TV ads. This delay was primarily due to the laborious and time-consuming process of reconciling the Rate Orders (RO) with actuals.
- 2) With manual processes in place, errors were not uncommon, leading to client complaints and occasional inaccuracies in billing.



The Solution:

- 1) To address this issue effectively, the client incorporated aDintelle's innovative solution into their TV operations module: an integrated TV spot monitoring mechanism.
 - Quick and easy upload of the BARC data into the system for reconciliation.
 - Release Orders are readily available in the system.
 - With a button click, match releases with actual TV spots based on the channel, time band, duration, caption, etc.
 - Results are displayed within seconds.
 - Reconciled data is immediately available for billing.





2) With aDintelle agency management software streamlined workflow, the client got rid of many unproductive and cumbersome manual processes, such as multiple spreadsheets for billing estimation, that resulted in inaccuracies.

Impact:

The implementation of the TV spot monitoring mechanism has yielded significant positive outcomes for the client:

- Reduced Billing Time: By integrating automated spot monitoring, the client has slashed the billing time by an impressive 80%. The streamlined process ensures that invoices are generated promptly, facilitating a smoother revenue flow.
- Elimination of Client Complaints: The enhanced efficiency and accuracy in billing have
 dramatically reduced client complaints. With the automated reconciliation process, instances
 of billing discrepancies have become virtually non-existent, fostering stronger client
 relationships built on trust and reliability.
- **Pro-active approach to automation**: By leveraging technology to automate tedious tasks and minimize manual errors, the client has positioned itself as a pioneer in the industry, setting new standards for efficiency and service excellence in integrated marketing services provision.



Client testimonials:

"aDintelle helps me to bring all my operations and billing across different branches under one umbrella. For me, it is a great tool for data management and commercial control."

Umesh Shinde
- Commercial Head, R K Swamy Media Group