



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

aDintellé

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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:

- 1) 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.

The screenshot displays the aDintelle TV monitoring interface. At the top, there's a navigation bar with 'aDintelle', 'Home', and 'TV' tabs. Below this, there are filters for 'Brand - Adintelle', 'Activity - Jun 2023', and 'Campaign No. - 021452', along with a 'Start Linking' button. The main content is a table with columns: Channel, Progress, Auto Linked, and Actions. The table lists several channels with their linking status and progress bars.

<input type="checkbox"/> Channel	Progress	Auto Linked	Actions
<input checked="" type="checkbox"/> History TV	<div style="width: 100%;"></div>	No Spots Found	View Linked
<input checked="" type="checkbox"/> Z News	<div style="width: 100%;"></div>	100% (10/10)	View Linked
<input checked="" type="checkbox"/> Sports HD	<div style="width: 100%;"></div>	100% (1/1)	View Linked
<input checked="" type="checkbox"/> Comedy Ce...	<div style="width: 100%;"></div>	100% (12/12)	View Linked
<input checked="" type="checkbox"/> Nat Geo	<div style="width: 100%;"></div>	No Spots Found	View Linked
<input checked="" type="checkbox"/> HBO	<div style="width: 50%;"></div>	No Spots linked	Unlinked Spots (0)



- 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