

# Media company improves productivity by automating content delivery



## The Challenge

To improve productivity and accuracy by automating the checking, creation and amending of online television show information



## The Solution

Design and deployment of an automated Virtual Worker who verifies the information provided by suppliers, keys relevant data into a web based information system, checks to see if the video asset is available and then keys the associated broadcast information into a number of web based scheduling applications



## The Results

Significant increase in the speed with which the information for 5,000 scheduled broadcasts a month is entered into the information systems. Elimination of errors, delays and contribution to overall increased in revenue

✓ Accuracy in transactions	100%
✓ Increase in productivity	70%
✓ Faster processing	500%
✓ Complex Processes Automated	Yes