

# Broadcaster provides additional advertising services through automation



## The Challenge

The establishment of a fully automated service to both set up and amend online advertising campaigns in real time



## The Solution

Designed and deployed a team of Virtual Workers to validate third-party supplied advertising campaigns, keying of information into two legacy GUI applications, checking a third legacy application to see if the advert exists, then keying the campaign details into a web based information system



## The Results

Ability to be able to provide a cost effective service for a process that was labour intensive and time consuming

<input checked="" type="checkbox"/>	<b>Accuracy in transactions</b>	100%
<input checked="" type="checkbox"/>	<b>Faster processing</b>	100%
<input checked="" type="checkbox"/>	<b>Complex Processes Automated</b>	Yes