

CASE STUDY

Technology

Transforming event management with a centralized automated solution



About the client

Established in 1943, our client is an Indian multinational conglomerate headquartered in Mumbai which has a diverse range of interests from salt liquor, industrial alcohol, software, and fertilizers. It has a presence in over 150 countries and operations in 100 countries across six continents. The group has been instrumental in shaping India's industrial and economic landscape and is also actively involved in various philanthropic activities and CSR initiatives.



Founded in
1868



Employees
935,000



Assets
USD 879.48 Mn



Revenue
USD 128 Bn



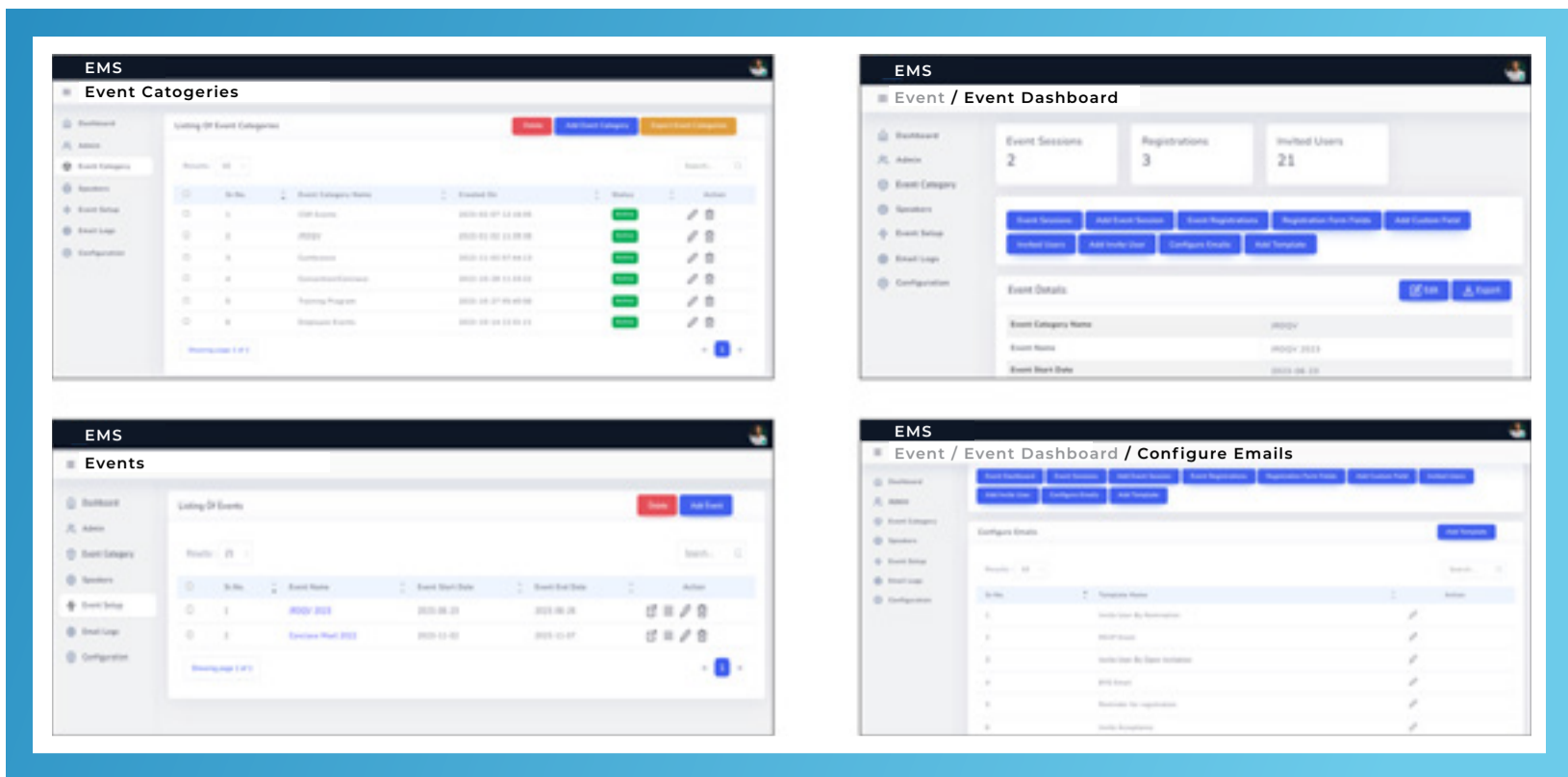
Objectives and challenges

- The business excellence group of the company was scheduling and organizing events and conference meetings through a tedious offline process
- This posed a challenge in managing and monitoring event data
- Furthermore, there was no system in place to facilitate the organization of events with identical attendees but varying objectives, resulting in the creation of new records for each new event. The team had to make new records each time a new event was conducted



Approach and solution

- Netscribes provided an application that was configurable across various use cases.
- For each event, a record was maintained which will also help in track the event itself and ensure less scope of error for the future.
- The application also provided email templates that could be customized for each event. This allowed the team to modify the email body according to the specific requirements of the event and reuse them for future events, thus saving tangible time and efforts.
- The system provided email templates that could be customized for each event. This allowed the team to modify the email body according to the specific requirements.
- The event setup feature of the system enabled the team to track invites and maintain records of all the invitees. This helped the team to send reminder emails to the attendees and follow up on their responses. Furthermore, the system facilitated the sending of certain forms related to the event after an attendee had accepted the invitation.



Results delivered



Reduced event setup efforts by **50%**



Increased event attendance by **30%**



Improved attendee satisfaction by **25%**



Improved speaker engagement by **40%**

Benefits

Armed with this centralized application, the industrial mammoth was able manage all its email based requirements related to an event in one place. With end-to-end tracking of events, from setting up to sending invites , the firm enjoyed sustained accessibility to attendee information, improved engagement, and higher overall event success.

Optimize existing operations to maximize business outcomes with Netscribes customizable [AI and automation](#) solutions.

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