

# eClerxDigital

## TECHNOLOGY MANUFACTURER

### HIGHER QUALITY OVERSIGHT OF DIGITAL PROPERTIES



A leading American technology manufacturer was seeking a solution to its highly manual process of monitoring and updating its dynamic web pages.

#### ECLERX DIGITAL SOLUTION

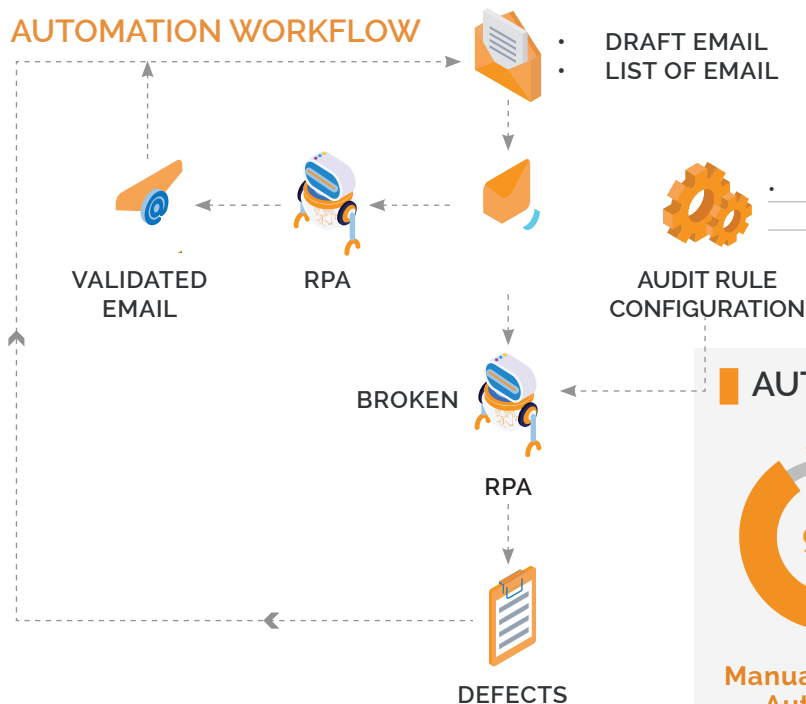
The eClerx Digital Automation Team recommended, developed and deployed a content audit robotic process automation (RPA). RPA uses computer programming (Bots) to automate repetitive, rules-based activities such as web quality audits, email campaign audits, and lead mapping.

The RPA was configured to scrape and read content from the client's webpages, and the extracted information was then compared against a set of content audit rules. A report was generated with comments included when errors were found. The audit trail enabled the client team to make the necessary corrections.

Its manual audit process was complicated by

- 21,000 product information checkpoints
- Verifying and correcting multilingual content across ~150 regional web pages
- Frequently changing content

#### AUTOMATION WORKFLOW



- DRAFT EMAIL LIST OF EMAIL
- CONTENT REVIEW & ALIGNMENT

#### AUTOMATION OUTCOMES

