

On-demand project delivery for creative design support for a pharma major



Business Need

- High volume of creative design work—internal/external communication collaterals
- Need for outsourcing ad hoc small to medium complexity work with expectation of shorter TAT for deliverables
- Expectation of high quality, consistent deliverables
- Streamlined process
- Single POC to reach out to for work



Genpact Solution

- On-demand project delivery model supporting complex and varied creative design requirements:
 - PowerPoint formatting
 - Emailers
 - Branding
 - Videos/Animations
- Centralized receipt of request model for project allocation to relevant team members
- Wide reach of Genpact-created assets—customer's marketing, salesforce, internal or key partners and leadership teams



Business Impact

- Customer satisfaction score of 4.7/5
- Reduction of TAT by 2 days
- Cost savings and productivity benefits due to streamlined process

