



## LEADING UK FOOD DELIVERY AGGREGATOR DRIVES BUSINESS EXPANSION THROUGH OUTSOURCED DATA VALIDATION AND DATABASE MANAGEMENT

### THE CLIENT

A leading UK-based international food takeaway / delivery aggregator, that lists menus of different restaurants and passes customer orders to them for delivery.

### THE REQUIREMENT

To update, enrich, and expand their existing CRM database to drive their business expansion efforts

### THE OUTCOME



Over 300,000 restaurants added to database



4,000+ Outbound calls per day by the team



40% Cost saving by outsourcing



Accurate, updated, and comprehensive CRM database



Considerable growth in restaurant partner network by focusing on core competency



## ABOUT THE CLIENT

A leading UK-based international food aggregator that lists menus of different restaurants and passes customer orders to them for delivery. Back in 2013, the client had facilitated more than 30 million orders since its launch in 2006 in the UK, generating more than \$500m in revenue per year for the restaurant industry.

## THE BUSINESS CHALLENGE

With its core focus areas being technology and marketing, the client wanted to expand its food delivery business to reach a wider audience. For this reason, it needed to come up with a comprehensive and accurate list of restaurants for its web portal. It had an existing CRM database, which was not accurate and needed cleaning up of the existing data along with addition of new data.

As the client found it costly to allocate in-house resources and valuable time to execute the research and data validation required for this purpose, it turned to Invensis, a leading IT-BPO delivering high quality outsourcing services since 2000. It relied on Invensis' expertise to carry out this time-consuming task quickly and accurately.

# THE INVENSIS SOLUTION

## Requirement Analysis

- Consultation with the client to understand their exact requirement
- The process to be undertaken pertains to the creation and maintenance of an updated list of restaurants and food outlets for the client's CRM

## Process Implementation

- Determining and allocating the resources including personnel required to carry out this task
- Ensuring that all processes followed standard data security and confidentiality guidelines
- Strategizing to generate the list of restaurants, through surveys and cold calling, by a team of experienced and competent call center agents
- Data collection carried out by the members of the team in a coordinated fashion
- Data cleansing and database management carried out to ensure updated and clean database
- Greater than 100,000 restaurant targets screened, and added to the CRM on a monthly basis.
- On an average, the Invensis team, carried out around 4,000 calls per day; 60,000 restaurants were screened and added to the CRM in a month.





## THE RESULT



Over 100,000 restaurants added to the database on a monthly basis



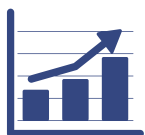
4,000+ Outbound calls per day by the team



40% Cost saving by outsourcing



Accurate, updated, and comprehensive CRM database with increased CRM fields



Considerable growth in restaurant partner network by focusing on core competency

By outsourcing their data cleansing, data validation and database management to Invensis, the client was able to streamline their business processes efficiently and promote their business expansion, while keeping costs down.

Invensis' efficient and competent personnel ensured that the client-specified targets were met; they successfully added more than 100,000 restaurants to the database on a monthly basis, using a complex strategy requiring extensive coordination between the team members.

The enriched and highly accurate database generated as a result of Invensis' efforts, helped the client in their business expansion. Their customer database was considerably expanded in comparison to their competitors and thus, they could reach out to more customers.

## INVENSIS FACT FILE

- ▶ 16+ years of experience
- ▶ ISO 9001 and 27001 certified
- ▶ Multiple delivery centers
- ▶ 2000+ trained professionals
- ▶ 9+ service verticals
- ▶ 200+ clients served around the world

### OUR WORLDWIDE CLIENTELE



## CONTACT INVENSIS

For more information on how Invensis' Call Center Outsourcing Services can streamline your business operations, contact us today.





### USA

Invensis Inc.,  
1000 N West Street,  
Suite 1200,  
Wilmington,  
DE 19801

### India

Invensis Technologies,  
34/1, Upkar Chambers, RV Road,  
Basavanagudi, Bangalore - 560004,  
Karnataka, India

### Reach Us 24/7

 USA +1-302-261-9036  
 UK +44-203-411-0183  
 IND +91-80-4115-5233  
 AUS +61 3 8820 5183

Email us: [sales@invensis.net](mailto:sales@invensis.net)

Know more: [www.invensis.net](http://www.invensis.net)



Facebook



LinkedIn



Twitter



Google +

**Invensis**  
Global Outsourcing Services

**Rated One of the  
10 Most Promising  
BPO Companies in India**