BR BlueRelay

The Content Reviewer Use Case: Accelerating Review & Approval Processes

Simplifying the review process to reduce costs and increase efficiency

Indellient

Company Profile

The marketing department at this Fortune 25 company was in need of improving its review and approval processes for marketing materials. The current processes used were entrenched with risk for employee burnout, missed deadlines and erroneous materials.

The Challenge

Linda is a hardworking, detail-oriented person who works in the Marketing department for a company that continuously provides outbound communications to its clients. Linda has a never-ending to-do list that seems impossible to overcome. During her busy weeks, Linda needs to review over 100 documents, so they can be sent through to production. She is in an ongoing search for ways to improve her quality of life – starting with her job. Her main challenges were:

1 Employee Burnout

Linda's only solution right now is to put in long hours, but that is truly wearing on her.

2 Missed Deadlines

With no tangible way to track due dates, the company risks missing its important deadlines.

3 Continuous Feedback

Linda is on the front line providing feedback on newly designed creative materials and needs to find a way to do this more efficiently.

4 Organizing Flow

Her documents travel back and forth between her and the other proofreaders on the team, making for a confusing process.

The Solution

Blue Relay makes the process more efficient! Linda's organization made the transition to manage their content in a digital format. They initially did this for the cost savings on print, but the effects the system has on Linda and her team is excellent.

With Blue Relay, Linda can now:

✓ Identify errors in bulk

✓ Accelerate approval history

✓ Meet and exceed looming deadlines

✓ Use side-by-side compare to identify results

How Does Blue Relay Do It?

1 Task Management

Know what you have to do and when

Easy scheduling

Notifications/alerts

Deadline management

2 Process Management

Ensure it's done right the first time

Customizable, automated workflows

Collaborative space for easier review & approval

Quick assign/reassign/load balance capabilities

Checklists for compliance

3 Tracking and Reporting

Get the info you need when you need it

Version tracking

Document compares

Real-time auditing & reporting for day-to-day needs

Resource management (personnel, cost)

4 Business Insight

Know what's happening and what to do next

Visualizations/ dashboards

Data & analytics to measure performance over time

Operational insight

Results

Linda didn't need a technical background to achieve this efficiency – just a couple of clicks and her life is made easier.

Blue Relay now automatically sends reminders to her fellow proofreaders and manages the flow of her documents. Prior to Blue Relay, Linda would physically hand a set of communications back to her colleague to fix any errors or omissions that were identified; however, this process had a communication gap since the reasoning was only mentioned verbally with very little documentation.

Also in Blue Relay, Linda records all of her notes as she reviews a document and Blue Relay automatically handles new revisions of a document, so the entire history is at anyone's fingertips.

Commitment to Compliance

Linda has her life back! The flow of the process is much smoother now as it is unaffected by vacations, sick days or other external factors as Linda and her team fully utilize the User Backups feature in Blue Relay. She's looking forward to expanding the metrics that are collected during her review and presenting a root-cause analysis of the most typical issues that are encountered when preparing the communications materials.

Review times for the communications has dropped over 50% and if an error is discovered by the automated side-by-side compare tool, her review time is almost negligible.

About Blue Relay

Blue Relay provides health plans and Pharmacy Benefit Managers with the confidence needed to ensure that every piece of member material has been properly reviewed, approved and produced on-time, with full accuracy and the ability to prove it. Built on business rules - regardless of complexity - the Blue Relay platform tracks all activities, effectively handles change management between systems & vendors, provides pre and live production proofing while providing you a full audit trail.

About Indellient

Indellient, the creator of Blue Relay and a Top Canadian ICT and PROFIT500 company, empowers businesses to meet and exceed their critical business and technology objectives. We provide custom software development and IT professional services within today's fastest-growing areas of Data & Analytics, DevOps and Business Process Management (Blue Relay). Using cutting edge technology and industry best practices, we provide efficient solutions to complex challenges and drive our client's business forward.

We provide real, tangible value to our clients that deliver dramatic results.

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