Business Impact & Success Metrics

Self-Service Campaign Builder

Version	Author	Date	Comments
0.1	Sugumar Krishnamoorthy	12/24/2025	Initial Draft

1. Purpose

This document outlines the **expected business, operational, and customer impact** of introducing the Self-Service Campaign Builder.

The objective is to demonstrate how a controlled DIY model can increase revenue, reduce operational costs, and improve scalability without compromising compliance or quality.

2. Current State

Operational Model

- Campaign setup is primarily handled by managed service and operations teams
- High dependency on manual reviews, configuration, and coordination
- Multiple handoffs across teams increase turnaround time

Key Challenges

- Long setup timelines (days instead of minutes)
- High operational cost per campaign
- Limited scalability for onboarding SMB and retail customers
- Operational teams overloaded with low-complexity requests
- Slower revenue realization due to delayed launches

3. Future State

With the Self-Service Campaign Builder:
- Eligible customers independently configure and submit small to medium campaigns
- Compliance, pricing, and size guardrails are enforced automatically
- Operational teams focus on complex, high-value enterprise engagements
- Campaigns launch faster with minimal human intervention

This shift enables scalable growth while maintaining governance.

4. Operational Impact

Expected Improvements

- **60–70% reduction** in Ops-assisted campaign setups for eligible customers
- Average setup time reduced from **multiple days to under 15 minutes**
- Fewer clarification cycles due to guided configuration and real-time validation
- Reduced operational errors caused by manual handoffs

Impact Summary

- Lower cost per campaign
- Increased operational efficiency
- Improved predictability and consistency in setups

5. Revenue Impact

Revenue Acceleration

- Faster campaign launches lead to **earlier revenue realization**
- Self-serve model enables onboarding of customers who previously avoided managed setup due to time or cost
- Increased throughput without proportional increase in headcount

Revenue Expansion

- Enables SMB and retail customers to start with smaller campaigns
- Creates upsell path to larger or managed campaigns
- Improves conversion rate from trial or inquiry to live campaign

6. Customer Experience Impact

Customer Benefits

- Full transparency into configuration, pricing, and status
- Reduced dependency on support or account managers
- Ability to act quickly based on business needs
- Consistent experience across Web and Mobile platforms

Expected Outcomes

- Improved customer satisfaction
- Increased digital adoption
- Reduced frustration caused by delays and manual processes

7. Compliance & Risk Impact

- Automated enforcement of region-based compliance rules
- Fixed pricing reduces billing disputes
- Approval workflows provide financial and audit control
- All actions logged for traceability

This reduces compliance risk compared to manual processes.

8. Key Success Metrics (KPIs)

The following metrics will be tracked post-release:

Adoption Metrics

- Percentage of eligible campaigns created via DIY
- Number of active self-serve customers

Operational Metrics

- Reduction in Ops-assisted setups
- Average setup turnaround time
- Number of escalations to managed service

Revenue Metrics

- Revenue generated from self-serve campaigns
- Time-to-revenue from campaign initiation
- Conversion rate from DIY to managed service

Quality & Risk Metrics

- Submission error rate
- Payment failure rate
- Compliance-blocked submissions
- Approval rejection rate

9. Measurement Approach

- Baseline metrics captured before DIY rollout
- Compare post-release metrics at 30, 60, and 90 days
- Use insights to:
  - Expand eligibility
  - Adjust limits and guardrails
  - Improve UX and validation messaging

10. Summary

The Self-Service Campaign Builder delivers measurable business value by:

- Reducing operational cost
- Accelerating revenue
- Improving customer experience
- Enabling scalable growth with governance

This initiative supports long-term digital transformation goals while maintaining compliance and quality standards.