

Self-Service Campaign Builder

Background & Problem Statement

Background

Many organizations rely on managed service teams to configure and launch campaigns or projects. Customers submit requirements through emails or tickets, which are manually reviewed, clarified, configured, and approved by internal teams. While this model works for complex or large engagements, it creates friction for small to medium campaigns.

Current Managed Workflow

1. Customer submits campaign request via email or support ticket
2. Account or Operations team reviews requirements
3. Multiple clarification cycles occur
4. Internal teams configure and validate the setup
5. Campaign is launched after manual confirmation

Problems

- Long turnaround times delaying customer value
- High operational costs due to manual effort
- Limited scalability for onboarding new customers
- Frequent errors caused by handoffs
- Poor experience for self-serve-ready customers

Problem Statement

The existing managed workflow limits scalability, delays revenue realization, and increases operational costs. Customers increasingly expect faster, digital-first self-service experiences, while the business needs a controlled way to scale without compromising compliance or quality.