![Amnet — Energizing Relationships]

How Amnet Helped the World's Largest E-Commerce Store Enhance Editorial and Project Management

Background

We have collaborated with the world's largest e-commerce store and been working with them since 2008. During the initial development, we handled their DIY authors' formatting requirement (POD); then we provided Editorial, Design, and Typesetting services. In the formatting service, we received final print files (cover and interior) and ensured that they were in line with their print requirements. If we found any content related issues, we rejected the files with appropriate reasons for authors to fix the issues and resubmit the files for our review.

- **Communication SLA:** Queries from authors / customer teams should be addressed within 30 minutes.
- **Production environment:** Most of the work was managed and performed in the customer's DIY portal. Hence, the scope for process improvement was lesser than in an offline environment-based operation.

Challenges

- **Quick turnaround time:** 24-hour SLA per submission.
- **Peak volumes:** Since the portal catered to authors worldwide, submissions by authors flowed in continuously. Regardless of the number of submissions received, we had to deliver the files within a 24-hour SLA.
- **24/7 service support:** We had to operate our facilities 24/7, 365 days, to meet delivery requirements.
- **Higher unbilled rejections:** We observed almost 30% of the rejections mainly included submissions from first-time authors.

Solutions implemented

- We deployed multi-facility operations through equal distribution models (Chennai, Vellore, and Tirunelveli locations), including fail-over redundancies, to ensure 24/7 support.

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- We quickly set up the facility in Illinois (USA), to handle editorial and project management activities.

- We recruited qualified and experienced leaders to support project management and related activities.

- Our sub-contractors in various tier 2 and 3 cities added new members and ramped up production.

- We cross-trained our other publishing services-providing resources to manage peak volumes to deliver certainty.

- We organised on-site meetings and training; we reviewed entire supply chain. We carried out value stream mapping to identify improvement areas by adding lead times. We took queries reduction as a Six Sigma project and successfully implemented appropriate corrective actions.

- We did a PERT analysis and explored a hybrid tech-enabled approach. We developed a production system to handle fundamental operational requirements within the Amnet enterprise environment. We configured various transactional features to improve operational efficiencies and deployed JIRA systems to manage queries.

22+ YEARS
of digital publishing experience

24×7
Support

14+
Languages

1000+
Skilled staff

Benefits

- We improved our cycle time from 24 hours to 16 hours and reduced rejection rate from 30% to 5%.

- We rapidly scaled up our in-house team to handle 5K to 130K titles per month within 3 years.

- We created job opportunities for 250+ resources across various locations.

- We became one of their trusted partners. As a result, they migrated most of their QA processes to Amnet, leading to mutual growth.

- We acquired new business opportunities (Design, Editorial, Project Management, Typesetting, POD conversion for physical files, PDF prefight tagging, QA services, etc.).

- The customer conducted an annual strategic business review, and we were rated as their 'Preferred Partner' for 2021–22.

- As a result of our mutually enriching and successful journey, Amnet has been listed as one of their preferred partners.

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