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CASE STUDY

Cashback Campaign
Chamber of Commerce Carinthia



CASE STUDY: CASHBACK CAMPAIGN CHAMBER OF COMMERCE CARINTHIA

It only took a few weeks for the Coronavirus to completely paralyze the country and the economy in the spring of 2020. To contain the rapid spread of the virus, widespread lockdowns were ordered, each lasting several weeks. The subsequent opening steps and the uncertainty of how consumers would behave presented unprecedented challenges to all economic operators.

For this reason, the Carinthian Chamber of Commerce, together with the province of Carinthia, decided at that time to launch the Easter cashback campaign to boost sales in local retail and gastronomy. Consumers could submit their bills to this campaign and receive a 20 % refund.

Initially, the promotion was handled using existing tools, although checking the submissions proved to be very time-consuming and nerve-racking. Because of the great success, similar campaigns were started short time later in Klagenfurt, Völkermarkt, Villach and Pörschach. The Chamber of Commerce always acted as an important partner and supported the municipalities in implementing and managing the campaigns.

Invoice Control as a Challenge

Due to increasing demand, it soon became apparent that a technical solution was urgently needed in invoice control to be able to process the ever-increasing number of submissions with the existing workforce. The necessary online forms were available, but controlling the submissions was a particular challenge, because these were handled with Excel in the first phase. In the short term, a usable and user-friendly solution was found with help of cloud-based tools, but

this was soon no longer allowed to be used due to data protection regulations. Due to the high administrative effort, it was also clear that a few additional features could be very helpful in processing the submissions to simplify the control process. However, these special features could only be implemented through an individual software solution. Therefore, the Chamber of Commerce decided to look for a suitable IT partner.

„Anexia generally has an excellent reputation in the Chamber of Commerce. We needed a fast, flexible,



and cost-effective solution. After the first conversation, it turned out that an existing tool could be adapted for our purposes, which would make the implementation a lot cheaper than an individual solution. We were quickly convinced that we had a good partner at our side who understood our needs and could also implement them,” explains Michael Weihs, project manager at the Carinthian Chamber of Commerce.

The costs for the project were not included in the budget of the Chamber of Commerce, because nobody could predict the Corona crisis. For this reason, a very inexpensive implementation had to be found. It was advantageous that there were no special technical requirements or restrictions. The focus was on a very timely implementation, as the cashback campaigns could not wait.



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Michael Weihs,
Project Manager at the Carinthian Chamber of Commerce

Anexia Generic Services: Construction Kit for an Individual Solution

Anexia convinced on all levels with a very successful low-code solution. It complied 100 % with data protection requirements and was easy to use. The users were extremely satisfied with that tool, as the processing went smoothly and with high performance. Everyone was able to customize the interface. Once you’ve figured out how it works, it was possible to make very rapid progress. The fact that Anexia was a local company was ideal for the principles of the Chamber of Commerce.

„Since we had already used a homegrown solution for the first cashback campaign, all processes were already defined. We were able to pass these on to Anexia 1:1.



A wide range of Generic Services
is available to map all processes.

After a few questions were clarified, we were quickly presented with an initial solution. After that, it was just a matter of fine-tuning,” says Weihs about the joint implementation with the specialists from Anexia. From the first briefing to the launch of the cashback campaign, barely two weeks passed.

The Anexia Generic Services used in this project consist of various ready-made low-code software modules that are simply connected to each other as in a construction kit. In this way, it was possible to map all desired processes very quickly.

“We were very satisfied with the technical implementation and with the cooperation with Anexia. We will recommend the company and the low-code solution with Anexia Generic Services to others, which we have already done.”

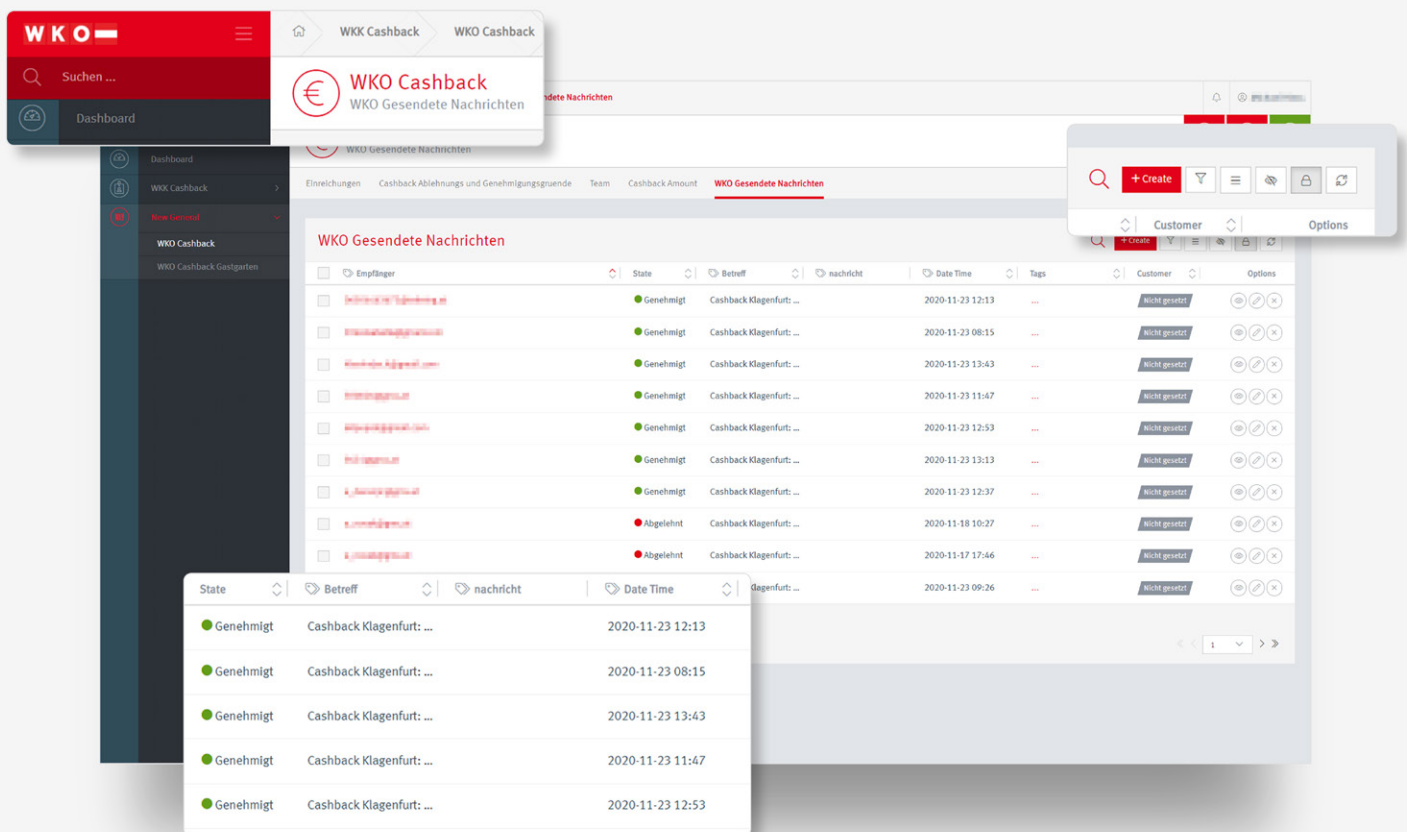
Michael Weihs,
Project Manager at the Carinthian Chamber of Commerce

Automated Identification of Duplicates

In addition to some standard services, such as table processing and automatic e-mail dispatch, special services were also used. The automated identification of duplicates, for example, compares every scanned or photographed document with all existing documents and recognizes duplicates, even if they are distorted in perspective and difficult to read. This is because now and then it can happen that invoices that have already been approved are submitted again. Thanks to the special module, such cases could be clearly identified and rejected very quickly. With the original Excel solution, there was a much higher error rate in this area, which had a negative impact due to the large amount of time required for post-processing and final checks.

„We were very satisfied with the technical implementation and with the cooperation with Anexia. We will recommend the company and the low-code solution with Anexia Generic Services to others, which we have already done“, Michael Weihs concludes in the interview.

With the cashback campaigns, the Carinthian Chamber of Commerce has succeeded in effectively supporting local businesses after the lockdowns and in boosting sales. The various campaigns have also been very well received by the citizens. For the Carinthian Chamber of Commerce, the campaigns have been a great success.



With Anexia Generic Services, visually appealing applications can be created very quickly.

”For the cashback campaign, the Chamber of Commerce needed an application that digitizes the entire invoice submission process and automates work steps in the background.



Based on a scalable low-code application, we were able to provide the customer with a solution that was adapted to the specific needs of this campaign.

With only little development effort, the application could subsequently be adapted very cost-efficiently for further cashback campaigns.“

Daniel Fellner
Anexia Project Manager

CONTACT

ANEXIA Internetdienstleistungs GmbH
e-mail: info@anexia-it.com
web: anexia.com

