

Increasing quality of semantically-rich encoded information for Search Engines



Market-leading commercial applications like digital assistants are founded on deep-search capabilities that go far beyond the methodologies employed by traditional search engines. Rather than simply providing users with a series of links related to their query, deep-search based applications leverage an understanding of the complex interrelationship between objects/datapoints to more intelligently intuit useful answers.

That capability is driven by semantically-rich encoded information, a vast trove of data attempting to capture key relationships between data gathered from all over the internet. The massive datasets needed for supporting these deep search results must be sourced from a propriety in-house database.

To maintain quality, the data housed in this back-end database needs to be skillfully and continuously curated. Ultimately, the quality of a deep search platform can only match that of its underlying data. Human teams are employed to ensure that connections are relevant, semantic mistakes are avoided, and mistaken relationships are weeded out.

In short, this validation centers on the verification of data inputs (e.g. information sources) for the deep search platform, ensuring that this next-generation search knowledge is built on a reliable, error-free foundation.

Objective

Our team is tasked with continuously improving the availability and quality of deep search data utilized by our client to provide users with intuitive access to a “world of information” indexed and generated through the client’s popular global search engine.

Our Services

Zen3’s team of 60+ curators continuously clean data on diverse segments across all English markets. This cleaning includes reviewing, verifying, and re-indexing data in the client’s back-end database for deep-search functionality.

To ensure timely accuracy for high-profile information events like the Oscars or sporting championships, we also support the repository with live manual updates.

Finally, to ensure maximum efficiency amid a vast sea of data, this process needs to center on user-driven curation. That means ongoing processes for recording end-user dissatisfaction, identifying and triaging underlying issues, and executing relevant solutions. Users help us find and fix the most meaningful issues first.

Project Challenges

This project presents our team with a truly dynamic challenge that requires adaptable professionals guided by a proactive training and management approach. Evolving data management guidelines from the client means constant refresher trainings and calibration sessions as new data sets come in for review.

Meanwhile, unpredictable volumes, inconsistent effort-per-item tasks, and insufficient tooling require meticulous forecasting, scheduling, and trend-sensitive planning.

Our Client

Our client, a widely recognized innovator and one of the top names in tech industry, selected Zen3’s proposal for managing ongoing processes designed to enhance the data quality underlying their deep search efforts. These efforts stand as an integral part of a longer-term strategic effort to build out a deep search function and associated applications capable of exceeding the performance of today’s cutting-edge virtual assistant/deep search offerings.

Best Practices, Solutions and Outcomes

We support our curation team with best practices that have been proven capable of supporting ambiguous, dynamic data-management efforts at a large scale. Backed by these tools and processes, our curation team consistently meets or exceeds client-specified performance metrics.

Quality talent sourcing and management provide a sound foundation for this successful effort. Zen3 has proven expertise in staffing to support large technology projects that require thousands of interviews, hundreds of hires, and a deep candidate database.

Our recruitment processes are designed to rapidly source high-productivity professionals with closely relevant skill-sets. We use custom-tuned screening processes, task-specific aptitude tests, and behavioral interviews when evaluating candidates. After hiring, thoughtful attrition management prevents knowledge-bleed and encourages retention, productivity, and a team-first attitude. To that end, we employ rewards and performance honors, professional development opportunities, and more, all to ensure resource retention, motivation, and a genuine chance to grow.

We integrate all team members through a dynamic training process backed by customized (and continuously updated) in-house training tools. Resources are strategically cross-trained on key workflows to ensure a flexible, resilient roster. Data-driven roster management, forecasting, and scheduling based on inflow trends ensures responsiveness and stability, even for uneven workflows and everchanging work procedures.

Finally, we back this project with a detail-oriented approach to Client's requirements. We employ a multilevel governance model designed to ensure seamless delivery and quality for even the most complex technology initiatives. Active review of key performance metrics and rapid issue resolution ensure our consistent fulfillment of project requirements and productivity goals. A close working relationship with the Client's project team ensures unity of purpose and a laser-like focus on efforts that directly further the deployment's ultimate objectives.

Key Outcomes



Zen3 curation team consistently exceeds Quality & Throughput targets on all workflows

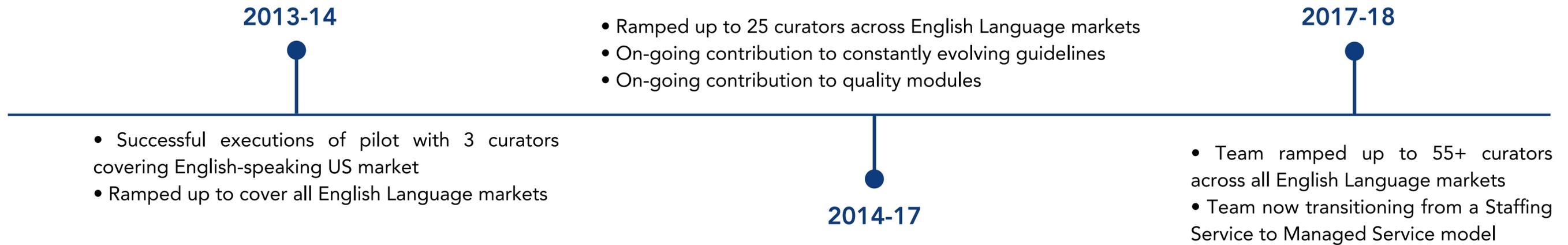


Engagement is fully compliant with specified TAT requirements (<24hrs) while maintaining quality across all workflows over last 3 quarters



Markedly improved user experience as demonstrated through ongoing review of user issues.

Project Timeline



Sourcing Talent

Screening: Translating job describing into strategic plan for a talent searching employing personnel databases across various key parameters; pre-screen resumes with relevant data curation experience.

Interviews: IQ assessment test with basic IQ & knowledge, fitment assessment based on personal interview.

Onboarding: Induction; Alias creation; Project Policies and NDAs

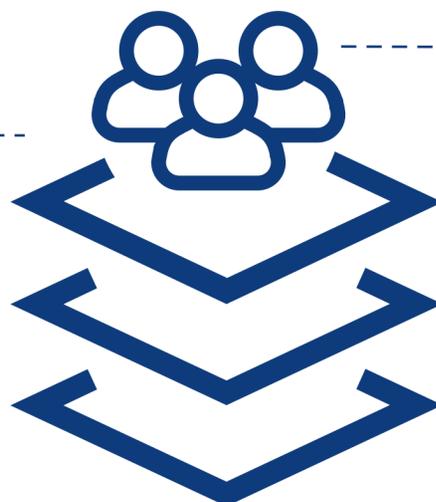
Training: Customized Training Tools; Process-specific scenarios; qualifications & feedback; retraining & requalification if required.

-  Over **500** candidates screened
-  ~**150** candidates shortlisted for assessment & interviews
-  **63** candidates shortlisted for training

Training an Adaptable Team

Training Model

- Policy training
- Tool training
- Knowledge Browser Training
- Client driven calibrations
- Internal training tools (visual workflows, FAQs, calibration notes etc.)
- Curators driven cross-trainings



Training Impact

- Alignment between Zen3 and Client Teams
- Curator assigned to workflows based on aptitude and strength
- RTA (Real Time Audit) on DSAT (Dissatisfaction) pattern, enables team to exceed Quality
- Cross-training enabled the team to handle Ad-hoc request by the Dev Team
- Constant improvement in quality across all workflows

Execution

Roster Management

- Dynamic planning based on client inputs and observed trends.
- Staffing based on resource capabilities and inflow trends.
- Buffer bandwidth maintained on floor to support any spikes
- Rosters managed to ensure 24/7 availability

Communication

- DRIs: Zen3 auditor DL to ensure streamlined communication between Zen3 and client team
- Weekly status review & calibration; Monthly Business Review
- Daily SCRUMS, weekly 1:1 between auditors & agents
- Daily shifts handovers; ad-hoc knowledge transfer sessions within Zen3 auditor team

SLA (Service Level Agreements) & Metrics

- Ad-hoc client support for any ongoing package issues
- Calibration calls with Client focused on agent/auditor mismatches helped improve and sustain delivery quality above 80% across all workflows
- Internal 1:1 with agents to discuss areas of opportunities, error trends, and policy updates

Key Stats

120K+

Entities Curated Manually

90%

Quality Across Workflows

60K+

Audits Completed

63

FTeam Strength

All

Markets

News Feed, DSAT, AdHoc

Type of Support

Type of Content

Multiple segments which includes POI's Celebs, Entertainment, Sports, Business, Trending entities etc

Tools

Client's Task Database Browser, UHRS Portal, Custom Collaboration Software, Editorial Data Portal



Contact Us

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