



**Happy Customers, High Quality  
Data**



## Objective

Zen3 is proud to support this global platform for localized business knowledge venture that requires specialized processes for ensuring the accuracy of user-submitted information and quickly resolving any problems that arise (whether reported by users or caught by the system).

We provide end-to-end customer support for a specific product with a userbase over 200 million customers. Our efforts center on a true lifecycle customer support model, a systematic approach to issue resolution, and a detail-oriented approach to fulfillment of key project requirements.

## Our Services

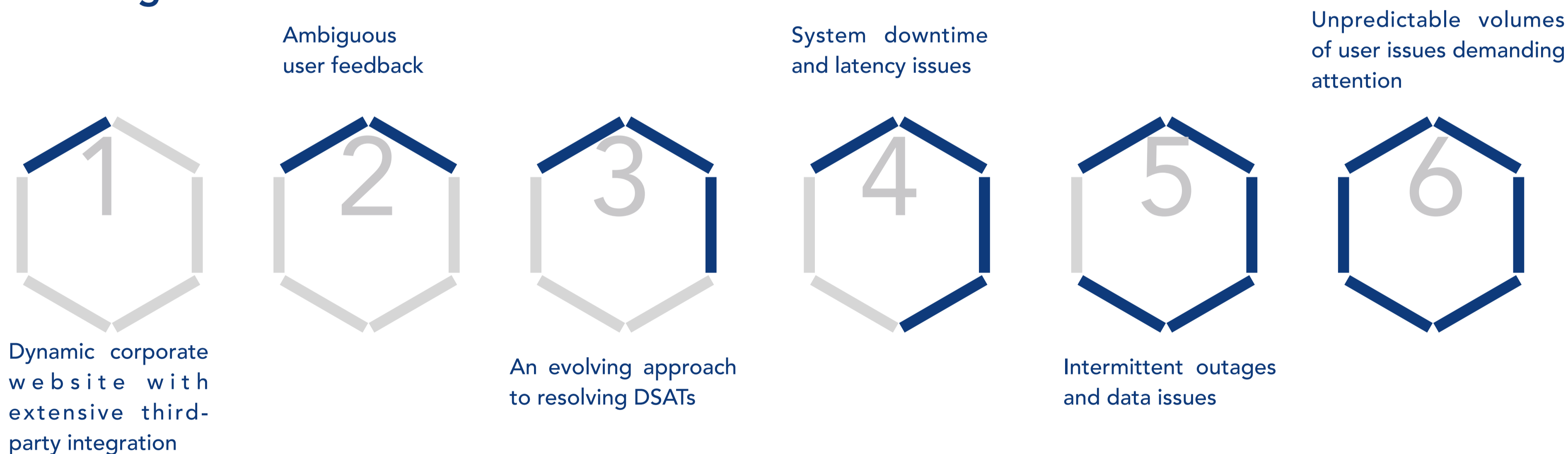
Zen3 employs a Team of 30+ analysts to review and validate user DSATs (dissatisfactions). User feedback and suggestions are validated through web and telephone research. Finally, we update local business attributes where required.

We support users across 7 markets and 3 languages as part of this deployment.

## Our Client

One of the most renowned names in tech industry runs a global search engine with over a billion users a month. As they continue to work toward integrating an even deeper knowledge-base into their platform, they have reached out to leading technology firms like Zen3 to help implement key process improvements.

## Project Challenges



# Best Practices and Solutions

Zen3 supports this fast-changing, global-scope deployment through a commitment to a comprehensive solution driven by best practices designed to optimize every phase of our engagement. That means being ready with proven approaches for everything from recruiting, to quality control, to project governance.

- Recruitment designed to source the right candidates with comprehensive screening processes
- Extensive experience staffing to support large technology projects that require thousands of interviews, hundreds of hires, and a deep candidate database
- Proven training methodology backed by customized in-house training tools
- Resources strategically cross-trained on key workflows for a flexible, resilient roster
- Smart roster management, forecasting, and scheduling based on inflow trends
- A multilevel governance model created to ensure seamless delivery and quality
- Proactive attrition management: rewards & recognitions; engagement, upskilling etc. to ensure resource retention and motivation

## Project Outcomes



Our team continues to consistently meet quality and throughput targets across all markets



Our efforts are fully compliant with the relevant time requirements for issue resolution (<48hrs.) while maintaining above 96% quality across all markets over the last 3 quarters.



Markedly improved customer satisfaction.

## Project Timeline

2013-14

- Successful completion of pilot with 15 Analysts covering 3 international & 1 local market
- Ramped up delivery to cover 3 non-English markets and 7 English markets

- Ramped up across all markets
- Changed delivery model to provide flexible bandwidth
- On-going contribution to constantly evolving guidelines
- On-going contribution to quality modules

2014-17

2017-18

- US market transitioned to offshore model

# Sourcing Talent

**Screening:** Understanding JD, in-depth research using recruitment databases across various key parameters; pre-screening of resumes with relevant experience

**Interviews:** IQ assessment with 40 test questions; 5 case studies specific to ad quality and Intent; market & language knowledge, fitment assessment

**Bootcamp:** Tools; Process specific real scenarios on sandbox; qualification & feedback; retraining & requalification if required

**Onboarding:** Induction; creation of necessary system profiles; waivers and NDA (Non-Disclosure Agreement)



Over **350** candidates shortlisted post screening



**250** candidates shortlisted for assessment & interviews



**175+** candidates shortlisted for Bootcamp



**100+** candidates qualified and onboarded

## Training an Adaptable Team

### Project Training Model

- Task-specific guidelines deep dive
- Internal Knowledgebase
- Market specific practice (Sandbox)
- Moderated practice and qualification sets
- Calibrations and corrective actions



### Training Impact

- Analysts assigned to tasks based on aptitude & Strengths
- RPH to "rate per hour"
- Real time analysis and pattern identification enabled team to address guideline gaps and ambiguities
- Cross-training enabled team to handle ad-hoc work requests across
- Training methodology resulting in 97% quality over last 2 quarters

## Key Stats

**2.5M+**

DSATs Reviewed Manually

**7**

International Markets

**3**

International Languages

### Key Attributes

Precision of Corporate Website URL's, operational status, address, phone, geo location, hours of operation | Deduping entities | Golden Hits.

### Segments Covered

- Arts & Entertainment
- Automotive
- Banking & Finance
- Education
- Food & Drink
- Government
- Healthcare Retail
- Travel
- Gambling etc.

## Governance Model

### Delivery Quality Assurance

- Working closely with client content team
- Recommendations to address Relevance ambiguity/gaps
- Daily feedback to analysts
- Root cause analysis on issues
- Identifying training needs, retraining analysts



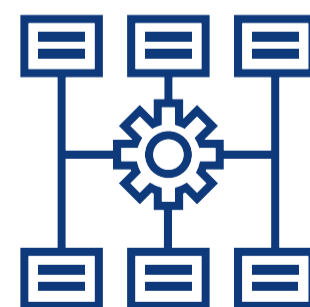
### Team Management

- Strong hiring processes
- Knowledge management; in- house training material
- Effective collaboration
- Low Attrition
- SLA focused



### Project Management

- Internal & external stakeholder communication
- Weekly review and calibration
- Quarterly business review
- Continuous improvement
- Scorecards/Dashboards



## Execution

### Roster Management

We ensure stable resourcing of a complex team by proactively managing project needs to keep things running smoothly.

- Inflow forecasting based on weekly targets provided for every quarter
- Staffing based on resource capabilities and inflow trends
- Buffer bandwidth maintained to support any spikes

### Communication

Proactive communication practices ensure a collaborative environment both within the Zen3 team and between Zen3 and our client.

- Zen3 auditor to ensure streamlined communication with client.
- Bi Weekly status review & calibration; Quarterly Business Review
- Daily SCRUMS plus weekly 1:1 meeting between auditors & Analysts
- Daily shift handovers; ad hoc knowledge transfer sessions within Zen3 auditor team

### SLA (Service Level Agreements) & Metrics

- Faced with rigorous client requirements for supporting an industry-leading service, Zen3 met and exceeded expectations with a >95% adherence to Service Level Agreements
- Best practices enable us to meet and exceed SLA's and targets

### Calibrations and Feedbacks

- Reporting ambiguous queries which helped in creation of robust guidelines
- RCAs at regular intervals helped to identify defaulters and sustain deliver quality within the SLAs.
- Internal 1:1 with Analysts to discuss areas of opportunities, error trends and guideline updates



## Contact Us

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