



Improving Data Accuracy for Highly Searched Entities



Project Description

Major corporate enterprises and other high-profile entities generally provide search engines with accurate, up-to-date information. These larger organizations are far more likely to be web-savvy and carefully curate their online presence, self-updating key contact, location, and service/product information.

At the same time, web data for major businesses, organizations, or landmarks are accessed at such high volumes that even a small or subtle error can drive substantial user dissatisfaction. With this fact in mind, search engine operators must undertake extra efforts to ensure that data associated with high-traffic entities are extremely accurate.

High-impression search results, accurate and highly relevant, are the ultimate goal for search engine operators in a highly competitive marketplace. By targeting the search results that users access the most, search engine owners can maximize the value of their search data quality enhancement spend.

Our Services

Zen3's team of analysts is responsible for reviewing, validating and augmenting data surrounding the most searched entities in the US market. The team undertakes systematic reviews of high-traffic US businesses using a directed web research process.

Project Challenges

This team is tasked with understanding subtle search parameters pertaining to widely variant search entities, carefully following a pre-approved research plan to ensure consistent curation. Meanwhile, the dynamic nature of both local businesses and client curation standards necessitates ongoing trainings, refreshers and calibrations for specific market segments. Workflows must be dynamically adjusting to maintain through put in the face of system downtime and latency issues.

Best Practices and Solutions

Zen3 understood that even a focused data optimization project like this one demanded meticulous commitment to a proven portfolio of best practices optimized for supporting dynamic working standards and diverse curation subjects. **This small team had to be ready to make skilled decisions about a wide array of search topics, all the while maintaining a demanding rate of work.**

Carefully tailored talent sourcing stands at the core of this successful effort. The small team size on this project demanded that we get the right candidate the first time. We apply carefully tuned screening processes, task-based aptitude tests, and behavioral interviews when selecting candidates. Concurrently, thoughtful attrition management prevents knowledge-bleed and encourages retention. 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.

These hires are integrated using a proven training methodology backed by customized in-house training tools. We strategically cross-train our resources on key workflows to build out a flexible, resilient roster. Smart roster management, forecasting, and scheduling based on inflow trends ensures responsiveness and stability, even when profound operational challenges emerge. Ongoing training and work audit procedures ensures that professionals keep pace with shifting project requirements and best practices.

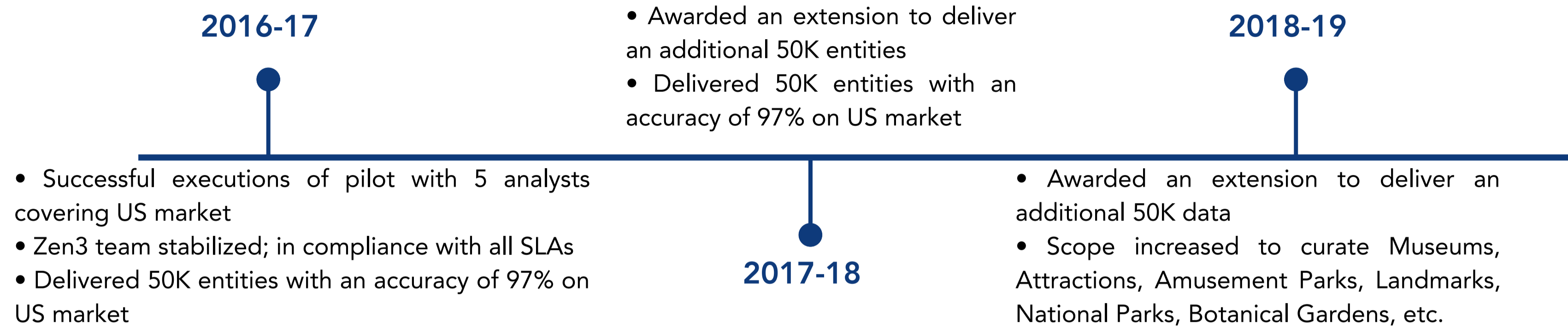
Objective

Our client, one of the Top 5 tech companies in the world, recruited Zen3 to validate and augment data concerning some of the most searched entities in the US market, as generated by their popular global search engine (hundreds of millions of users per month).

Compared to some larger search data optimization efforts which Zen3 has supported for this client, this effort involved a relatively small team working on a focused dataset of the most impactful search engine use-drivers in the United States market.

Finally, we support this effort with a detail-oriented approach to key project requirements. We employ a multilevel governance model to ensure seamless delivery and quality, even in the face of uneven workflows and shifting operational requirements. Regular review of key performance metrics ensures our consistent fulfillment of project requirements.

Project Timeline



Outcomes

- Team consistently exceeds Quality & Throughput targets in all workflow categories
- Full compliance with timing, throughput, and quality SLAs over last 3 quarters
- Improved user satisfaction rates on relevant search queries

Sourcing Talent

Screening: Translating job description 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 40 questions; 5 case studies specific to local segment specific data; market & language knowledge, fitment assessment

Training: Tools; Process-specific scenarios using actual project tools; qualification & feedback; retraining & requalification if required

Onboarding: Induction; system alias creation; waivers and NDAs



Over **100** candidates shortlisted in 3 weeks



~**50** candidates shortlisted for assessment & interviews



30 candidates shortlisted for training



15 candidates qualified and onboarded

Training an Adaptable Team

Ad Relevance Training Model

- Platform training
- Tools training
- Segment Specific training
- Internal Knowledgebase
- Market specific calibrations



Training Impact

- Analysts assigned to tasks based on aptitude & Strengths
- Month on month improvement in quality and throughput
- Disagreement analysis enabled team to address guideline gaps and ambiguities
- Segment Specific training and pattern identification enabled team to handle Ad-hoc work and dynamic data
- Training methodology resulting in 97% quality across all workflows over last 3 quarters

Governance Model



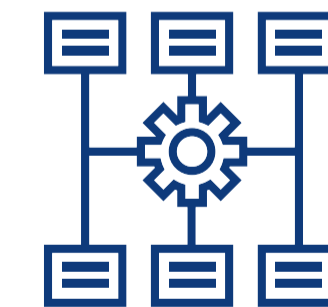
Delivery Quality Assurance

- Working closely with client's search team to map problem areas
- Daily feedback to analysts
- Root cause analysis for issues



Team Management

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



Project Management

- Internal & external stakeholder communication
- Weekly review and calibration
- Monthly business review
- Scorecards/ Dashboards

Execution

Roster Management

- Staffing based on resource capabilities and SLAs
- Buffer bandwidth maintained on floor to support any ad-hoc activities

Communication

- Zen3 POC to ensure streamlined communication between Zen3 and client team
- Weekly status review & calibration; Monthly Business Review
- Daily Scums, weekly 1:1 between auditors & analysts
- Ad-hoc knowledge transfer sessions within Zen3 auditor team

SLA (Service Level Agreements) & Metrics

- Best practices enable us to meet and exceed SLA's and targets
- Curation workflow SLAs: **Quality >97%, Throughput >8, Attributes >10**

Caliberations and Feedbacks

- Ad-hoc client support for any ongoing audit issues
- Calibration calls with client focused on analyst/auditor mismatches, helped improve and sustain delivery quality above 97% across all workflows
- Internal 1:1 session with analysts to discuss areas of opportunity, error trends, and guideline updates

Key Stats

100K+

Entities Curated Manually

10

Attributes

100%

SLA Compliance

97%

Quality Across
all Markets

5

Team Strength

Attributes

Corporate Website URL | Address | Phone |
Geolocation | Category

Segments

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



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