

CASE STUDY

E-COMMERCE

Client's goals

- The world's largest online marketplace, connecting people with things they need and love, anytime, anywhere
- Providing best possible user experience – best choice, most relevant offers
- Deliver content and mature algorithms to create the best in class taxonomy and product catalogs that drive the site to the next level in all locals and languages
- Integrating innovation, technologies and machine learning to provide unmatched array of features and possibilities to the users of the site

Operationally

- 200 English/German/French/Italian/Spanish Data Research specialists
- Hours of operation 09:00-17:30
- Monday to Friday
- 30 English/German/French/Italian/Spanish speaking customer support representatives
- Hours of operation 00:00-24:00
- Monday to Sunday

Testimonial

"You did a professional and dedicated work in order for us to be ready on time, much appreciated. Really like working with you!!! Great work!!!!"

"Real pleasure working with you and have a great year 2018!!!!"

"We have the great pleasure to share with you a success story about our main track."

All involved teams (which means you too) did a huge job, which made a great contribution to our site.

So BIG Thanks for your good job and performance – keep on "rocking" there is a lot ahead of us!"

Data Managers

Services

- Back Office Services - Data Entry, Mining and Validation, Big data and Machine Learning algorithm training
- Customer Support Services – mails, tickets, content requests

Outcome

- Millions of products and listings – processed and enriched
- More than 30% increase in catalog coverage
- Successful training and integration of multiple AI based tools
- Accumulation and propagation of vast and comprehensive Metadata serving as backbone for product catalogs and site experiences