iMerit

CASE STUDY

+99%

SAMPLE AUDIT
SCORE

OPTIMIZING USER EXPERIENCE FOR A STREAMING SERVICES COMPANY WITH HIGH-QUALITY DATA ENRICHMENT

A global streaming service company, catering to millions of viewers worldwide and known for its diverse content repository, was looking to improve precision and relevance in content curation. The company approached iMerit to enhance its content knowledge graph module, which, in turn, would improve the platform's recommendation engine, ensuring that users receive tailored and targeted suggestions. The objective was to deliver more nuanced and insightful search results.

METADATA ENRICHMENT AND QUALITY ASSURANCE TECHNIQUES FOR ENHANCING PRECISION

Improving the recommendation engine and enhancing the content knowledge graph module of the client's platform required enriching metadata associated with each piece of content, including genre classifications, thematic tags, viewer preferences, and historical viewing patterns.

iMerit's team of skilled and experienced annotators undertook extensive content research for this project, including identification, tagging, and classification tasks. With high precision and accuracy, the team tagged content with relevant metadata while assigning a confidence score ranging from 1 to 5 (representing low to high confidence) to each attribute. To collaborate effectively with the client stakeholders, our annotators not only delivered ratings but also provided comprehensive reasoning behind their evaluations of various classifications, whether expressing agreement, disagreement, or maintaining neutral stances.

Upon completion of the task by the annotators, iMerit's team of reviewers would conduct quality checks on all annotated data to evaluate the First Pass Yield (FPY). These reviewers rigorously adhere to the stringent quality standards established by the client, guaranteeing consistency and precision of the deliverables. Moreover, the team leads employ a statistical sample methodology to assess the accuracy of the reviewers' work.

STREAMLINING PROJECT MANAGEMENT FOR REAL-TIME VISIBILITY AND INSIGHTS

iMerit implemented robust communication channels and maintained a centralized dashboard to track and address issues and edge cases. To ensure seamless project management, we furnished the client with weekly GANTT charts, outlining the projected timeline for each use case. Our teams provided real-time updates on project progress as necessary.

Moreover, we devised a continuous improvement plan to enhance technological capabilities and operational processes for optimal efficiency. Utilizing a user-friendly and configurable annotation interface (UI), iMerit facilitated ease of use for annotators, reducing the time spent per task and improving productivity. The platform supported various input modalities within a single task, streamlining workflow processes. Additionally, we implemented regex-based field validations to maintain data accuracy, while reports and dashboards provided the client with real-time insights into project progression.

IMPACT ACHIEVED BY IMERIT FOR STREAMING SERVICES COMPANY

IMPROVED EFFICIENCY
iMerit successfully achieved an Average Task Processing Time (TPT) of 2 minutes, streamlining operations and accelerating project completion.

QUALITY ASSURANCE
With quality assurance processes ensuring high data accuracy, iMerit achieved a Sample Audit Score of over 99%, instilling confidence in the reliability of the annotated data.

WORKLOAD MANAGEMENT
The team completed over 17,000 Average Monthly tasks, demonstrating scalability, capacity, and efficiency in handling such massive project requirements.

WORKFLOW DEVELOPMENT
iMerit developed 8 dynamic workflows, showcasing adaptability and innovation in addressing diverse project needs.

BOTTOM LINE IMPACT

+99%
Sample Audit Score

17,000+
Avg Monthly Tasks Completed

8
Dynamic Workflows Completed

About iMerit

iMerit provides end-to-end data labeling services to Fortune 500 companies in a wide array of industries including agricultural AI, autonomous vehicles, commerce, geospatial, manufacturing, government, financial services, medical AI and technology. iMerit employs more than 5,500 full-time data annotation experts in Bhutan, Europe, India and the United States.

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