

Shore Group Associates Case Study: Unstructured Content Expansion



Solutions Used

- Established new off-shore research team and migrated end-to-end process from partner to Shore
- Utilized technology components to establish scalable foundation

SUMMARY

A leading financial technology company contacted Shore with a need to expand their an existing content set. Furthermore, the company wanted to organize existing content and normalize unstructured data. Finally, the company identified the lack of structure, process and documentation around current research practices as a significant business risk.

PROBLEM

- Collection of unstructured laws and regulations dataset performed by hand in high-cost locations
- No discrete QA leading to data errors (caught by end-users; no process or mechanism for research team to correct)
- Unstructured, undocumented research practices, and single point of failure
- Desire to expand domestic dataset to cover global markets

IMPLEMENTATION

- Document desired business rules and existing processes
- Draft new research processes, test with onshore team, and migrate off-shore
- Create new collection tools and database, as well as new loaders to move content to production environment
- Establish independent QA team
- Once domestic dataset research migrated and stabilized off-shore, then excess QA resources repurposed to define research processes for global markets

RESULTS

Client satisfaction scores of content set improved 60% due to improved quality and quicker response time to new, client-requested content. Operational costs decreased 50%.

**For more information
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