

INTETICS CREATES VIRTUAL CALL CENTER TO HELP A LEADING MAP COMPANY MAINTAIN MILLIONS OF RECORDS



Objective

To design and build an outbound Call Center to help an international mapping company utilize operators in Ukraine and worldwide to verify their existing POI (Point of Interest) database.



Challenge

A leading mapping company needed help creating an efficient call center structure to continuously verify and update data entries in their existing POI database, which contained millions of location based records. They were adding new places to their database, but lacked the sufficient language capabilities and personnel to successfully verify all new data entries coming from all over the world. They were looking for a partner with extensive languages capabilities, who had an affordable and scalable model that would allow expansion based on their business needs.



Solution

The mapping giant turned to Intetics which has many years of experience in the field of geospatial technologies. Intetics proposed a distinct scalable solution that was not limited by geography and language constraints, but involved native speaking resources worldwide. To ensure cost efficiency and easy scalability of the call center, the solution combined “crowdsourcing” methods for recruiting and using remotely distributed individuals with diverse skills from across the world with a centralized core management team in Ukraine. Each person on the core team managed about 10,000 POI data entries per month along with the highly distributed virtual outbound call center, which was staffed by native speaking operators. The solution included the use of modern telecommunications methods, automated management system for productivity improvement, and cross-verification process for data quality control.



Results

Due to working with Intetics, the Client continuously enjoys a 100% accurate POI database that is continuously updated by a team of 150 remote call center operators in Ukraine and abroad and cross-verified daily by the Intetics core team in Kharkiv, Ukraine. Every major European language is covered by the Intetics call center and every year we verify and update more than 700,000 location-based records (70,000 records in German, more than 80,000 records in French, about 150,000 records in Russian, about 30,000 in Spain, Italy and Greece each and many others). Since 2010, the scalable solution allowed the Client to save money on call center infrastructure costs, increase productivity by 20-30%, and verify millions of data entries in their database in over 20 different languages, all the while enjoying uncompromising flexibility and scalability based on their business needs.

“Intetics played an integral role in setting up an outbound call center that delivers highly accurate and diverse information into our database system. The efficiency of the data verification process let us improve the quality and variety of our database faster than we ever expected.”