

Case Study **UK Datapoint Limited**

This UK based company provides a comprehensive events database in the UK covering tens of thousands of venues in the country and events related to cinema, theatre, comedy, clubs, music, classical, dance and much more. Their data is suitable for integration for mobile, news media, press and publishing companies. They also provide constantly updated XML feeds for data listings on third party websites. Their business model is based on the internet and their website is www.ukdatapoint.com.

UK Datapoint also has a sister concern, Global Datapoint, which has been launched recently. This service covers events related to art competitions, collections, exhibitions, workshops etc. from over 100 cities across the world. Here too, all events are geo-coded to allow expression on maps and event listing will be available through clean and detailed XML feed.

The Problem

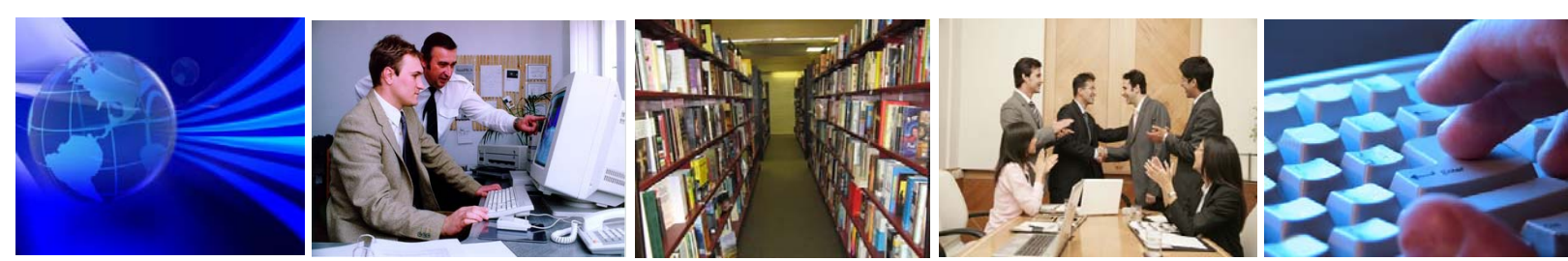
UK Datapoint, as an extension to their primary offering, has decided to provide a secondary service in the form of information regarding road closures all over UK.

Everyday there are around 600-700 road closures in the UK, varying in size and impact. This information is published and updated in hundreds of sources in respect of various counties, large cities and highway/transport agencies. So information collection from these various sources with complete accuracy in a regular manner and subsequently updating the database is key to the success of the project.

Further, for the sister concern, **Global Datapoint**, the challenge is to collect information everyday on more than 100 cities from different countries across the world covering thousands of events. Because of the global nature of this service, content from multiple languages need to be regularly compiled.

In a nutshell, the problems are:

1. The company does not have required resources (both human resource and infrastructure) for the collection, validation and updating of the significant volume of information on a daily basis
2. Attracting and retaining local staff is another challenge and the high cost of local labour is much beyond the scope of the revenue model.
3. Further because of the seasonal nature of the data, the resource requirement varies considerably throughout the year making a captive in-house team an inefficient choice.
4. The company also does not have necessary management resource to handle this job internally neither does the revenue model allow for such luxury.
5. Finally the multi-lingual nature poses a major challenge.



The Solution

Tathya solved the problem through a split project team. One team comprised of people who are experienced in geo-referencing so that they can do justice to the geo sensitive nature of the Road Closures project. The other team comprised of people with linguistic capabilities and were trained specifically in content summarization, translation and standardization.

To drive the projects to the desired level of maturity, a phased transition and implementation plan was followed. The following distinct phases were identified and then implemented according to a well laid out plan of action:

1. Pilot phase for knowledge transfer and proof of concept
2. Capability enhancement phase
3. Continuous service delivery phase

The pilot phase involved project conceptualization, where **UK Datapoint** worked in collaboration with **Tathya** team to establish the information collection methodology, time schedule, human resource training etc. The pilot phase was then executed for a limited volume and on obtaining satisfactory output both in terms of quality and quantity, the next phase of capability enhancement was initiated.

During capability enhancement phase, more people were added to the team after proper training to cover the total scope. We actually added more people to the project that was necessary so as to handle the seasonal surges in demand for resources and also to handle natural attrition and absenteeism. Once the team size enhancement was attained, the project team was cut down to a size that was necessary and the projects went into the third and final phase of continuous service delivery.

During this phase – which will actually constitute the rest of the life-cycle of the project – continuous quality and capability enhancement is done through strict adherence to quality improvement plans based on statistical checking of output quality and taking preventive, corrective and quality enhancing actions on a regular basis.

Benefits Accruing to UK Datapoint

1. They now have a staffing solution that is well within the reach of their revenue model. It is estimated that they are saving more than 65% on wages by sending the work out to us.
2. Now they need not bother about the fluctuations in work volume as we can absorb those fluctuations by spreading the total number of people involved over a number of projects currently running within our KPO/BPO department.