



# Local Business Search Knowledge Optimization



## Objective

The dramatic enhancement of an influential global search engine's local business data quality to ensure accuracy for some of the most searched local business entities.

Search engines feature relatively strong accuracy for major corporate enterprises. These larger businesses carefully curate their online presence and tend to keep their contact and location information up to date.

Local business entities, however, present a far more sprawling challenge for search engine operators. Including mom and pop stores, local barbers, mechanics, and other small, highly localized businesses, these enterprises are likely to have little or no web presence. Any information they do have is at a much greater risk of being out of date.

Highly-impactful search results- reliably accurate and relevant- are the ultimate value driver for search engines in a highly competitive marketplace. With the above challenges in mind, search engine providers must implement specialized procedures to maintain and enhance the quality of their knowledge base on local businesses.

## Our Services

Zen3 was engaged to manage a focused effort to improve the accuracy of local business information for one of the premier global search engines.

Our team is responsible for reviewing, validating and augmenting data for a selection of the most searched entities. Employing a team of 40+ analysts to review businesses across 4 English and non-English markets, we introduced a process specially designed to dramatically enhance local business data through a series of verification and research schemes:

## Project Challenges

This project centers on the logistical issues created by the need to call thousands of local businesses across multiple geographies and languages. Important differences between markets require careful attention to detail when deciding how to aggregate information. Ambiguous entities spread across diverse markets mean that researchers can't just mindlessly enter data; they must be carefully tuned to the subtleties of each and every relevant market segment.

Meanwhile, the dynamic nature of local firms requires trainings, refreshers and segment specific calibrations. This constant cycle of knowledge optimization comes with an element of competitive pressure: timely, accurate information is the most fundamental differentiator in the brutally competitive search market.

Our team needs to not only improve the quality of targeted local business data but do so at a rate that could match or exceed that of the best search teams in the world.

## Best Practices and Solutions

Zen3 understands that meeting the challenges imposed by this dynamic, global-scope effort requires meticulous commitment to a broad set of best practices designed to optimize every phase of our engagement.

## Our Client

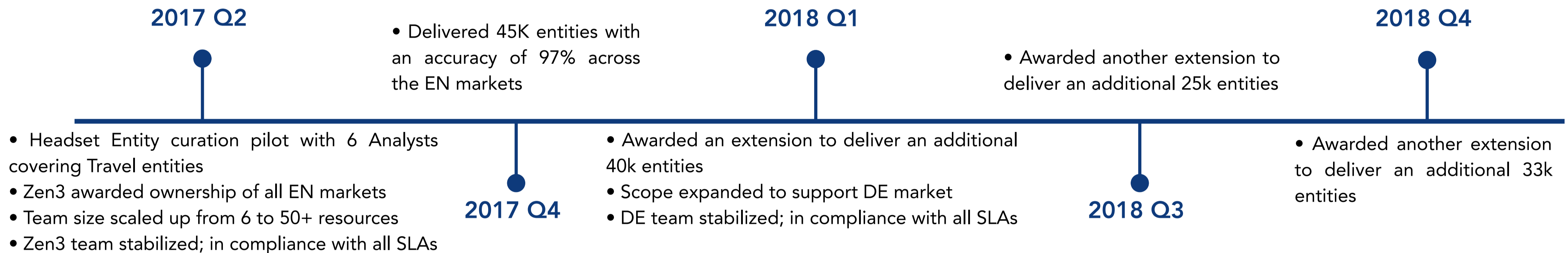
One of the most renowned names in tech, maintains a top global search engine featuring deep, geography-rich business search capabilities. The search engine supports over a billion monthly visitors.

Quality talent sourcing stands at the core of a successful effort. Zen3 has extensive experience in staffing to support large technology projects that require thousands of interviews, hundreds of hires, and a deep candidate database. Our recruitment processes are designed to get the right candidate the first time. We apply carefully tuned screening processes, task-based aptitude tests, and behavioral interviews when selecting candidates. Proactive attrition management prevents knowledge-bleed and encourages retention. To that end, we employ rewards and performance honors, professional development opportunities, and more, all to ensure resource retention, motivation, and a genuine chance to grow.

These hires are integrated using a proven training methodology backed by customized in-house training tools. We strategically cross-train our resources on key workflows to build out a flexible, resilient roster. Smart roster management, forecasting, and scheduling based on inflow trends ensures responsiveness and stability, even when profound operational challenges emerge.

Finally, we support this effort with a detail-oriented approach to client requirements. We employ a multilevel governance model to ensure seamless delivery and quality. Regular review of key performance metrics ensures our consistent fulfillment of project requirements.

## Project Timeline



## Sourcing Talent

**Screening:** Translating job description into a custom, in-depth search using recruitment databases across various key parameters; pre-screening of resumes with relevant web research skills and local market knowledge

**Interviews:** IQ assessment test with 40 questions; 5 case studies specific to local, segment specific data; market & language knowledge, fitness assessment

**Bootcamp:** Tools; Process-specific scenarios using actual project tools; qualification & feedback; retraining & requalification if required

**Onboarding:** Induction; system alias creation; waivers and NDAs



Over **500** candidates shortlisted in 3 weeks



~**350** candidates shortlisted for assessment & interviews



**250** candidates shortlisted for training



**125** candidates qualified and onboarded

# Training an Adaptable Team

## Training Model

- Segment-Specific training
- System training
- Internal Knowledgebase
- Market specific calibrations
- Training tools, FAQs, calibration notes, etc.
- Calibrations and corrective actions



## Training Impact

- Analysts assigned to tasks based on aptitude. Month on month improvement in quality and throughput
- Disagreement analysis enabled team to address guideline gaps and ambiguities
- Segment-specific training and pattern identification enabled team to handle Adhoc work and dynamic data
- Training methodology resulting in 97% quality across all workflows over last 3 quarters

# Governance Model



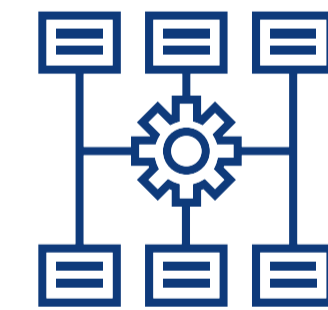
## Delivery Quality Assurance

- Close working relationship with client support team
- Recommendations for addressing segment-specific ambiguities
- Daily feedback to analysts
- Root cause analysis on issues identified during client audit
- Active identification of training needs, retraining agents



## Team Management

- Strong hiring processes
- Knowledge management; in- house training material
- Effective collaboration
- Low Attrition
- SLA focused



## Project Management

- Internal & external stakeholder communication
- Weekly review and calibration
- Monthly business review
- Continuous improvement
- Scorecards/Dashboards

## Execution

### Roster Management

- Staffing based on resource capabilities and inflow trends
- Buffer bandwidth maintained to support any spikes

### Communication

- DRIs: Zen3 POC to ensure streamlined communication between Zen3 and FTE team
- Weekly status review & calibration; Monthly Business Review
- Daily SCRUMS, weekly 1:1 between auditors & agents
- Ad hoc knowledge transfer sessions within Zen3 auditor team

### SLA (Service Level Agreements) & Metrics

- Best practices enable us to meet and exceed SLA's and targets
- Curation workflow SLAs: Quality >97%, Throughput >8, Attributes >19

### Caliberations and Feedbacks

- Ad hoc client support for any ongoing audit issues
- Calibration calls with Client's focused on analyst/auditor mismatches, helped improve and sustain delivery quality above 97% across all workflows
- Internal 1:1 with judge to discuss areas of opportunities, error trends and guideline updates

## Key Stats



### Key Attributes

Corporate Website URL | Address | Phone | Geolocation | Category | Social Pages | Amenities | Hours of Operation | Images | Rating

### Segments Covered

- Arts & Entertainment
- Automotive
- Banking & Finance
- Education
- Food & Drink
- Government
- Healthcare Retail
- Travel
- Gambling etc.



## Contact Us

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