



INVENSIS AUGMENTS BUSINESS EFFICIENCY OF DISTINCTIVE GERMAN SPORTS PHOTOGRAPHY AGENCY BY SUCCESSFULLY PROCESSING 1,000,000+ IMAGES PER MONTH

THE CLIENT

A German sports photography agency, specializing in weekend sports photography, seeking to enhance the efficiency of their online delivery of photographs to customers in the US and Europe, while minimizing delay

THE REQUIREMENT

Highly efficient, fast-paced and error-free tagging of large volumes of customers' sports photographs and ensuring their availability on the client website for purchase within 24-48 hours of the event

THE OUTCOME



50-60% Cost reduction by outsourcing



Over 1,000,000 images consistently processed per month



Ongoing outsourcing partnership



24-48 Hours turnaround time



99% Accuracy



ABOUT THE CLIENT

Our client is an event sports photography company, established by sportsmen-turned photographers in Germany in 2005. Their aim is to capture and deliver compelling, high resolution personal photographs of sports enthusiasts participating in different sport events held in diverse locations in the US and Europe; they consider this is a way of honoring the athlete's performance.

To focus on their core competency, which is to provide memorable photographs serving as testimonials to all sports participants, they were looking to outsource the image tagging function to achieve savings on time and cost and increase business efficiency.

THE BUSINESS CHALLENGE

When the client started their event-photo service in 2005, the image tagging was carried out in-house, as the count was manageable. However, as the number of photos increased to the order of tens of thousands on a daily basis, in-house image tagging became cumbersome and difficult to execute and monitor, as there was staff shortage.

As image tagging was not a core function, the client decided that a long-term, practical solution would be to delegate this task to a professional image tagging and management service provider; this would allow them to focus on their key goal of producing quality photographs and providing customer satisfaction.

By outsourcing the task of image data entry to an expert BPO service provider, the client wanted to ensure that the tagged photos of participants would be available

for purchase on the client website within the shortest duration of time following the event.

The client needed a reliable and experienced image data entry service provider that would deliver efficient, scalable, cost-effective services with strict emphasis on confidentiality and data security. In this regard, they approached Invensis Technologies, a leading IT-BPO service provider, for a solution.

THE INVENSIS ADVANTAGE

Requirement Analysis

- Consultation with the client's team to understand the intricacies of the required image tagging process
- Establishing the training requirement for employees who would be assigned to the project
- Establishing the Standard Operating Procedure – sorting and differentiation would take place at the client end and Invensis' data entry team would execute image tagging of the shared photographs

Process Implementation

- At the beginning of the project, a 1-week training program was conducted at Invensis for the data entry staff so that they were thoroughly prepared for the task. The tutorial documentation, used for the training, was provided by the client.
- Image tagging of photographs is executed within 48 hours of their availability. For instance, the images would be available for tagging following the weekend event (by Sunday) and the tagging has to be completed by Tuesday evening.
- The client platform is accessed using data security protocols – only authorized personnel are given access to the password, and log in and log out procedures have to be followed for each set of image tagging.
- Data entry professionals access the images on the online platform, correctly identify the participant registration number from the photograph, tag the image and save it.
- High efficiency has been achieved in image tagging - around 200,000 photos are tagged in a single day.

THE RESULT



50-60% Cost reduction achieved



Nearly 1,000,000 images processed per month



24-48 Hours turnaround time ensures availability of tagged photos within minimal time



Outsourcing partnership between the client and Invensis



Time zone advantage by outsourcing to Invensis' delivery centers in India

By outsourcing their image data entry requirements to us, the client could focus on their core business function: creating high resolution photographs which served as mementos of the sports event for their customers.

By leveraging our expertise and experience in the domain of image data entry outsourcing services, the client has been able to efficiently deliver clearly labelled participant photos within the shortest possible time, thus enhancing customer satisfaction.

We have achieved the ISO 9008:2008 compliance certification for quality assurance. This adherence to quality management and information security standards further reinstated the client's trust in our capability, resulting in an ongoing outsourcing partnership.

INVENSIS FACT FILE

- ▶ 16+ years of experience
- ▶ ISO 9001 and 27001 certified
- ▶ Multiple delivery centers
- ▶ 2000+ trained professionals
- ▶ 9+ service verticals
- ▶ 200+ clients served around the world

OUR WORLDWIDE CLIENTELE



CONTACT INVENSIS

For more information on how Invensis' Image Data Entry BPO Services can accelerate your business operations, contact us today





USA

Invensis Inc.,
1000 N West Street,
Suite 1200,
Wilmington,
DE 19801

India

Invensis Technologies,
34/1, Upkar Chambers, RV Road,
Basavanagudi, Bangalore - 560004,
Karnataka, India

Reach Us 24/7

 USA +1-302-261-9036
 UK +44-203-411-0183
 IND +91-80-4115-5233
 AUS +61 3 8820 5183

Email us: sales@invensis.net

Know more: www.invensis.net



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**Rated One of the
10 Most Promising
BPO Companies in India**