

## BRAZIL-BASED RESEARCH AND PRICE INTELLIGENCE COMPANY GETS VIDEO DATA ENTRY SERVICES FROM FWS



### The Client

The client is a Brazil-based technology company focused on research and price intelligence. They continuously develop solutions that facilitate access to information, bringing efficiency, accuracy and digitalization to the physical world. The client's objective is to dominate the market of monitoring and intelligence of prices.

### The Requirement

The client had collated a high volume of supermarket counter display videos, containing several product price estimates. The client wanted to outsource video data entry or video coding services for these prices to an experienced data management company. The purpose was to ascertain and compare market prices, prepare market intelligence reports etc.

### Project Challenges

Ad hoc (urgent) requirement of data entry professionals.

### The Trial

On receiving the client's business enquiry, O2I assigned twelve full-time data entry professionals to conduct a two day trial (one hundred and ten thousand records daily). During the trial, the client trained the data entry professionals via a screen sharing one hour telephone call.

### The Process

The process included logging onto a client customized tool, watching the counter display on the videos and entering the prices that appeared on the counter display into the client's proprietary tool. Each record consisted of one price or one product.

### Full-time Contract

The client signed a full-time contract with O2I to deliver one hundred and ten thousand records daily. O2I assigned twenty full-time data entry professionals - ten professionals were assigned to deliver the project during Brazilian business hours and ten during non-Brazilian business hours.

Each resource delivers 1000 - 1200 records per hour with an error rate of less than five percent. Post three months the client proposes to increase the resource requirement to sixty data entry professionals (in total).

### Client Benefits

The client emailed O2I stating that they had derived a 35 percent cost benefit despite being in an underdeveloped nation. They also applauded our fast delivery.

### Get Video Data Entry Services at a Fraction of the Cost

FWS offers a plethora of data management services and has over two decades of experience. Our benefits include 24/6 support, [cost-effectiveness](#) and fast deliveries.

[Contact Flatworld Solutions today](#) via email or call for a free business quote. We will revert within one business day.