CX hot six #3: gig CX

Consumer tech and media giant

250,000
AI/ML and SI/ML data points collected

Client objectives

- Gather ethnographic and image data to train artificial intelligence and synthetic intelligence machine learning algorithms (AI/ML and SI/ML) for consumer technology products.

Challenges

- Detailed client quotas for data diversity by country, age, ethnicity, including requirements to include for indigenous tribes and populations.
- Tight timescales of three to six weeks per project.

Firstsource solution

- Gig model to collect images, videos, speech samples, text images and technology interfaces across six continents according to client diversity specifications.
- Use of multiple gig platforms depending on the requirements of each project.
- Robust process for metadata tagging and quality control.

Business outcomes

- 250,000 data points collected over 12 separate projects.
- Achievement of stringent client quality targets.

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