



Case Study - Digital Supply Chain (Social Media Analytics)

Delivery Model

Managed Services (Remote)

Business Value Delivered

1000 plus media posts reviewed every day for Fortune 500 companies.

15 industries were covered.

20% cost savings for the client.

Correct categorization ensures client's first level metrics are error-free.

Achievements

DesiCrew's team deliver complex, high-end, data-analytics project.

Crewmates work on knowledge based tasks, with secondary research, providing reliable data.

The project emphasized the key components of DesiCrew's delivery model - Data Security, Productivity, Quality and Cost.

Background

- The client is a Digital Media Analytics company, and play a key role in establishing the benchmark of a brand's social media activities. Specifically, they analyze social media posts of corporate companies , campaign spends and present their inferences to their customers.
- They wanted a service provider who would read posts, decide on the nature of the post and then categorize them.

DesiCrew's Solution

- DesiCrew logged into the client's server and categorized the posts as per the groups given by the client.
- The team categorized close to 1000 posts everyday.
- The QA team performed real-time checks on the categorization, ensuring data validation.

Operational Advantage

- Bio-metric based security system.
- Secure work stations to handle sensitive client data.