

## Situation

A leading global eCommerce company needed support for a variety of ad-hoc evaluation projects that were important to optimizing its overall site performance but took valuable resources away from ongoing site evaluation projects. Many of these ad-hoc tasks arrived with minimal notice and limited guidelines, and they also required immediate turnaround which put added stress on existing resources. To support its growing evaluation needs, the company sought a partner with proven project management expertise as well as access to raters with experience in search, social and eCommerce evaluation projects.

## Solution

The eCommerce company turned to Appen to help solve its ad-hoc evaluation needs as a result of the company's key capabilities and industry knowledge. These include years of project management experience, its Flexible Projects roster with on demand access to thousands of qualified raters, and its proprietary project management tool—Appen Global—that seamlessly facilitates multiple evaluations.

The initial project focused on evaluations for a “suggested search” feature. After meeting with the customer to conduct a thorough needs analysis, the Appen team partnered with the customer's feature team to review its evaluation guidelines and make recommendations.

Appen project managers coordinated with the Appen Global team to initiate the project and upload test data. This ensured that the project type aligned with the client's specifications. Appen then gathered raters from its Flexible Projects pool and kicked off the project within two days of the initial request. Two days later the project was complete, which exceeded the client's expectations.

Over the following few months, the customer was able to complete another ten ad-hoc projects by partnering with Appen, using between ten and twenty Flexible Projects raters for each project and maintaining an average turnaround time of two to three days.



## About Appen

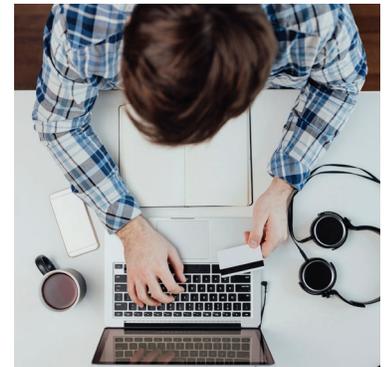
Appen is a global leader in the development of high-quality, human annotated datasets for machine learning and artificial intelligence. With over 20 years of experience, expertise in more than 180 languages, and access to a global crowd of over 400,000, Appen partners with leading technology companies to enhance their machine learning-based products.

## Benefits

Through its partnership with Appen, the customer was able to scale its evaluation capabilities much more quickly than it could with its internal resources, while simultaneously maintaining its quality standards. The client is able to test the results of changes to website features and act on the evaluation results within just a few days, and now has a proven partner for ad-hoc evaluations that continues to provide quality results for projects with quick turnarounds.

## Key Success Factors

Appen Global's flexible interface easily accommodated new projects, and its API allowed the client to directly upload data and later retrieve the completed results. This functionality—along with Appen's access to multiple experience raters on demand and strong project management capabilities—provided the ideal complement to the client's existing baseline evaluations. Additionally, Appen's ability to prioritize and respond to project requests and successfully deliver quality results within short deadlines while staying within the designated budget has proven to be an invaluable resource for this client.



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