

Content Curation & Supporting 50 Languages

Rapid expansion of language and content curation support to meet client's growing needs.

Client

Multinational Technology
Conglomerate,
Internet Search Engine

Services

Managed Services

Area of Expertise

Multilingual Content Curation

Industry

Technology

Our Challenge

Our client needed to deliver multilingual content via numerous high-quality marketing and sales representatives to manage its increased content curation volume across multiple workflows.

Ramp-up time reduced by

2 weeks

Languages supported

50

Attrition below

5%

Impact

Vaco rapidly built a best-in-class team and, moreover, sustained an overall QA score between 93% to 95%, exceeding our client's quality requirements. Additionally, with the short training duration and expanded class size, our team sustained 95%+ retention.

Our Solution

Vaco leveraged its recruiting teams in the US and globally to build 50 language pipelines. During the team member interview process, we administered tests to verify language proficiency and cultural understanding. To ensure rapid onboarding and a seamless transition, our team collaborated with the client to develop a platform that reduced training time from five weeks to three weeks and enabled Vaco to train class sizes of up to 100. As a result, our onsite consultants grew from the initial headcount of 40 content reviewers to more than 500 content reviewers, supporting 50 different languages globally.

In addition, Vaco:

- Built metrics and dashboarding for time-to-hire that identified redundancies and bottlenecks; subsequent improvement accelerated scaling
- Developed a vetting system to test language and cultural capabilities that ensured the optimal quality of supporting multiple languages
- Deployed a Vaco wellness and mentoring program to all employees, resulting in high retention