

# Business Process Crowdsourcing: Search Relevance

## Delivering Big Results Through Search Relevance

Search relevance is a critical issue for every organization, regardless of industry. Search is the way in which organizations and their customers access and filter the vast amounts of data found within their enterprises and on the Web. Ensuring excellent search results helps an organization to stay competitive, increase revenue, grow its customer base and offer new products and services.

Effective business search requires a 'human' touch that a technology-only approach cannot provide. Lionbridge helps you navigate the sea of big data and make it more usable for your business, and your customers.

Search data is useful only when it is timely, accurate and relevant. Bad search can have a long-lasting, negative impact on an organization's reputation, resulting in revenue loss and customer attrition. In the digital age, where data grows exponentially with each passing minute, making sure that each query delivers the right result, to the right user, at the right time, is imperative. It requires expertise, dedicated resources and a global reach that is not always readily accessible or affordable.

Lionbridge enables customers to take a proactive, cost-effective approach to improve search relevance with a full range of testing, validation and tagging services.

## Business Process Crowdsourcing Solves Business Problems That Still Require the Human Touch

Lionbridge Business Process Crowdsourcing allows you to tap into the power of a highly-skilled, global workforce to verify the relevance of search data in

## Great Search Yields Great Results

- + Increase sales
- + Build market share
- + Provide better customer service
- + Improve the user experience
- + Increase efficiency
- + Enhance brand reputation
- + Grow customer base



local markets around the world. Lionbridge crowd workers rank and rate search terms and their results based on a specific set of guidelines. This allows your organization to more easily and confidently validate existing search capabilities and gain insight into where future improvements are needed.

**The flexibility and scalability of the crowdsourcing model enables you to offload the burden of expertise and minimize contingent staffing expenses. Engaging Lionbridge's highly-qualified private crowd ensures that human intelligence, so vital to evaluating search relevance, is optimized. Local experts from 100+ countries easily decipher multi-lingual and cultural context and evaluate the accuracy of results for local users.**

When search is done right, an organization can increase sales, build market share, provide better customer service, improve the user experience, increase efficiency, enhance brand reputation and grow its customer base. For example:

- + High-quality searches on a Web site yield longer site visits, greater loyalty and an increase in purchases.
- + Financial services companies can offer customers new products and services based on accurate search results, and at the same, improve customer service.
- + Information providers can increase revenue by offering more readily searchable data sets.

## Business Process Crowdsourcing Improves Flexibility and Agility Allowing Organizations to Focus on Driving Growth

Business process crowdsourcing is an innovative sourcing model that engages online workers with a broad range of skills from around the world, providing the necessary project management, risk mitigation, security quality control, contracting and coordination. Business process crowdsourcing is ideal for any organization that needs to complete large volumes of routine business tasks, such as validating search relevance, but doesn't have the budget or in-house staff to handle it.

Lionbridge works closely with you to determine which jobs can be broken down into tasks and handled more efficiently and cost-effectively through crowdsourcing. By moving routine tasks to a private crowd — qualified and managed by Lionbridge — your organization can achieve an average of 30% cost savings in its labor spend as you re-focus your full-time workforce toward more strategic activities that will drive revenue and business growth.

## True Enterprise-Level Crowdsourcing

**Lionbridge Business Process Crowdsourcing provides a proprietary, secure platform suitable for enterprise requirements. Lionbridge uniquely provides:**

- + Over twelve years of crowdsourcing experience with a dedicated Business Process Crowdsourcing business unit for over seven years
- + Experience in all legal and risk mitigation issues for global crowd management
- + A proprietary Crowd Management platform that is only visible to previously screened and secured crowd workers
- + Use of a private managed crowd, not a marketplace
- + Scale – 100,000,000+ private tasks completed in 102 countries over the last 12 months
- + Global reach – 140,000 crowd workers in 102 countries
- + A Crowd Management and Quality Framework that focuses on program management, security, service levels and quality

## Get Started

For more information contact us at: [marketresearch.mad@lionbridge.com](mailto:marketresearch.mad@lionbridge.com)