



High-Accuracy and Peak Performance with Precision Annotation and Labeling For A Major Online Marketplace



IGT Solution's Data Annotation Services stand out with deep domain expertise, process excellence, and AI-powered platforms, delivering precision and scalability to support global enterprises across industries.

The client is a major online marketplace operating in over 80 countries worldwide. Its rapid growth is driven by a direct-to-consumer model that removes intermediaries, allowing it to offer heavily discounted prices.

As the platform rapidly expanded, scalability became a major concern for maintaining high-quality, accurate data annotation, labeling, and translation for products and sellers on the platform. Operational inefficiencies led to slower turnaround times and higher costs, making it difficult to meet growing customer demand.

ENHANCING DATA QUALITY WITH HIGH-PRECISION ANNOTATION, LABELING & TRANSLATION SERVICES

IGT Solutions provided high-precision annotation, labeling, and translation services, ensuring accurate and high-quality data to enhance the client's platform operations and user experience.

With strict quality control measures and a focus on productivity and efficiency, IGT Solutions seamlessly integrated its expertise into the client's workflows, enabling scalable data processing while maintaining consistency and accuracy across product and seller information.

By improving data accuracy and efficiency, IGT Solutions enhanced platform performance and supported better customer experiences. The services enabled the client to scale operations effortlessly while delivering the highest standards of quality and reliability.

HIGH-ACCURACY SCALING AND OPERATIONAL DISCIPLINE

Over six months, the Data Annotation team scaled to multiple billable professionals while sustaining 100% productivity and improving utilization, without disrupting operational stability or delivery discipline.

Production accuracy increased from 91% to 94%, strengthening the client's machine learning pipeline through tighter quality controls and structured knowledge enablement. A centralized rulebook standardized decision-making and ensured knowledge continuity, while targeted automation reduced manual effort.

Together, these initiatives improved efficiency, minimized non-productive work, and enabled scalable growth without compromising quality or productivity.

AT A GLANCE

INDUSTRY

Online Marketplace

THE CLIENT

The client is global online marketplace with presence in different countries.

CHALLENGE

Rapid platform expansion strained scalability, impacting data accuracy, efficiency, and cost-effective operations.

SOLUTION

Delivered high-precision annotation, labeling, and translation services with strict quality controls, enabling scalable, accurate data processing that enhanced platform performance and customer experience

RESULTS

- Rapid, Stable Scaling
- 100% Productivity
- Improved Accuracy
- Strong Process Maturity
- Higher Utilization Efficiency
- Future-ready Scalable Operating Model