

CASE STUDY

Automotive

Video/Image annotation support for ADAS/AD in the automotive sector

About the client

Our client is a leading global engineering and technology company offering solutions in mobility, industrial technology, energy, building technology, and consumer goods, since 1886.



Employees
402,600



Headquarter
Gerlingen,
Germany



Revenue
USD 78.7 Mn

Objective and challenges

Having established a technology division to develop autonomous cars, the firm required support to label various objects by providing codes for developing the autonomous driving application.

The challenges they faced:



Volatility in work volumes and gaps in annotation knowledge



Maintenance of user productivity delivery turnaround times



Adherence to accuracy and quality



Increased TAT and cost from poor quality of video/image files



Unstable internet bandwidth requirements (Upload/Download)



Absence of quick learning curves



Inadequate productivity



High TAT due to errors, given the absence of a 2-level review process



Short timeline for hiring resources



ODC setup



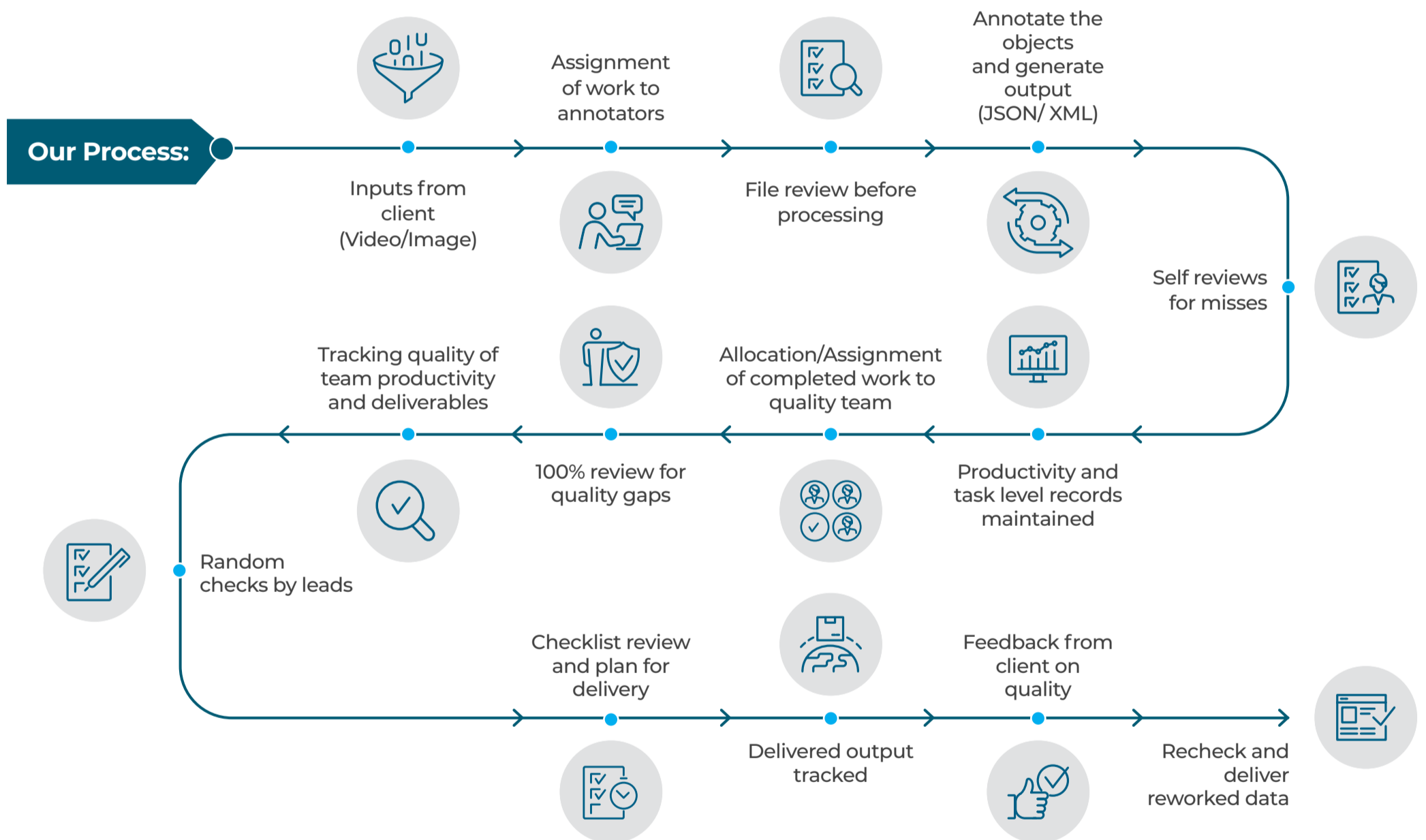
High rate of attrition

Netscribes solution

The firm turned to Netscribes to achieve its objective and design a plan that ensured seamless operations and heightened productivity.

To meet this ask, we took a step-by-step approach that involved:

- Development of a tailored hiring process
- Swift planning of staffing requirements using multiple hiring sources
- KPI with outcome-based incentive models
- ISP connection with required bandwidth along with backup lines
- Cross-training and deployment as a career progression opportunity
- Continuous training and feedback to bridge knowledge gaps
- 10% buffer resources to mitigate attrition/absenteeism
- Reduced time in hiring and infrastructure setup
- Reliable data security with a scalable option for future business growth





Results delivered

We delivered on the following metrics:

- Daily productivity and quality tracking, and review
- Weekly status review on productivity, TAT, and quality
- Monthly and quarterly business reviews
- Regular discussions with the client on improvement areas and challenges with a solution-driven focus to implement best practices
- Regular feedback sessions

Benefit

Our solution helped the company not only give tangible impetus to its Advanced Driver Assistance Systems(ADAS) but also accelerate developments for its Autonomous Driving(AD) applications.

Drive distinctive results, gain notable, and prove technology ROI through Netscribes [image and video annotation solutions.](#)

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