

Qualitest Improves Speech Recognition Accuracy For Leading Social Media Organization



Challenges

The Client's devices struggled with picking up strong accents and varied tones or pitches when transcribing speech.

Testing was conducted to improve the Client's voice-recognition software and to help it recognize different accents, tones and pitches for greater accuracy.



Solutions

Qualitest provided a full suite of Ground Truth data services including data collection, ingestion, and automated and manual tagging.

The Client was able to initiate, create and deliver on a variety of data collection initiatives to improve their speech recognition software.



Results

Qualitest delivered statistically significant results in all phases of the program of work undertaken for our Client including program promotion, sign-ups, conversation to sessions and utterances captured.

The program was replicated internationally and for other teams within the Client's organization with similar data-collection needs.



Client overview

Since our Client's inception, they have changed the way people connect and operate a global social media platform and digital advertising enterprise. Their apps empower millions around the world, and they are now moving beyond 2D screens towards immersive experiences such as augmented and virtual reality to help build the next evolution in social technology.

They are continually building innovative new ways to help people feel closer to each other, and the make-up of their organization reflects the diverse perspectives of the people who use their technologies.

Overcoming challenges of recognizing different speech patterns and voices

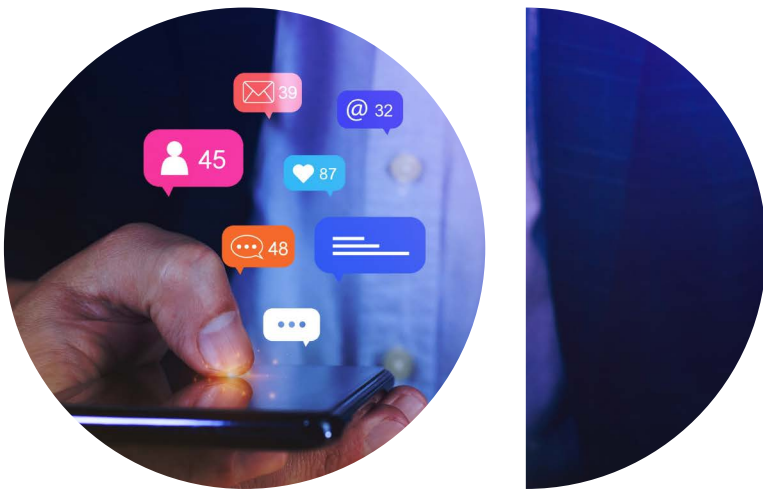
Already lagging behind with the introduction of other smart-hub devices, the Client understood that its success relied upon targeting a narrow set of features for multiple devices (specifically, calling) and gathering a large and diverse set of speech utterance data to ensure that the device would recognize and respond accurately when prompted.

Early testing and data confirmed that the device was struggling with strong accents and varied tones or pitches. The Client needed more data to build the patches necessary to improve its voice-recognition software. To capture these speech tones and patterns management decided to leverage its diverse employee population to “dogfood” the technology for capturing speech tones and patterns.

With the product launch just months out from the start of data collection, the Client was compelled to short-list vendors who could mobilize teams across the country to deliver a “first-in-kind” data collection program within a very short timeframe. Qualitest quickly rose to the top of the list.

Ground Truth data services ensured speech capture data accuracy

Qualitest provides a full suite of Ground Truth Data Services, including data collection, ingestion, and automated and manual tagging to create algorithm-ready quality data optimized for artificial intelligence (AI) and machine learning (ML). The Client's complete methodology initiates, creates, and delivers on a variety of data collection initiatives for areas such as speech, humans, and spaces.



With our expertise in speech data capture, such as accents, dialects, speech patterns, cadence, and other speech nuances and behaviors, Qualitest was able to quickly scope out and deliver the teams necessary to target the company's preferred employee locations across the country. Qualitest partnered with the Client to develop a strategy and deploy the mobile teams, staffed with leads and moderators, to conduct test sessions with the company's full-time employees.

The biggest challenge of this project was enrolling participants. To create interest, the project team developed a multi-faceted marketing program that included internal social media promotion, free swag, targeted flyer placement, and live interaction with employees during high traffic mealtimes. Once employees had signed-up to "dogfood," Qualitest fine-tuned its communication strategy to ensure leads would honor their commitment and show up for their scheduled sessions.

The team used a "help-chat" model to engage and remind employees of available time slots. Proactively working with internal stakeholders from the engineering team, Qualitest was able to implement several innovative program efficiencies. Cross-training test session teams on best-practices and establishing a steady cadence of reporting allowed for optimal knowledge collection and sharing between offices, ensuring Client visibility and engagement throughout the project.

Key benefits

- Our Client's campuses benefitted from the successful deployment of mobile dogfooding teams across their campuses nationwide.
- In-house and ad-hoc promotional materials were leveraged to conduct 90+ live marketing events.
- 4,000+ sign-ups were achieved via the use of multi-channel strategies in just two months.
- Leads were driven from "sign-up" to "session," resulting in 65% programmatic conversion rate, along with a fully optimized post-launch communication process.
- 2500 dogfooding sessions resulting in 115,000 utterances were undertaken over a two-month period via a fully operationalized system.

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