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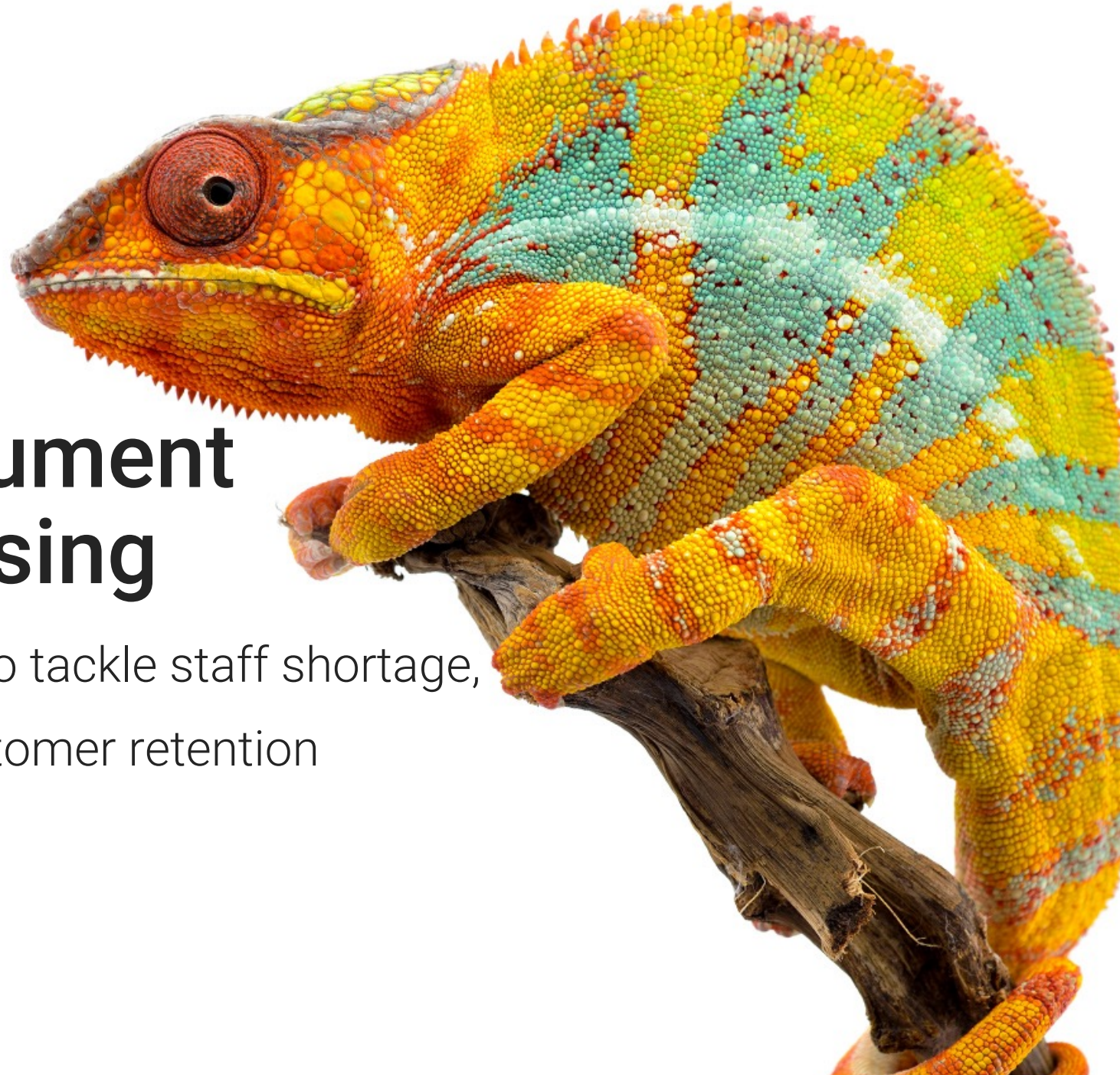

Reinventing Document and Data Processing

Utilizing collective intelligence to tackle staff shortage, volume volatility and boost customer retention

Susanne Richter-Wills, 7th of July 2022

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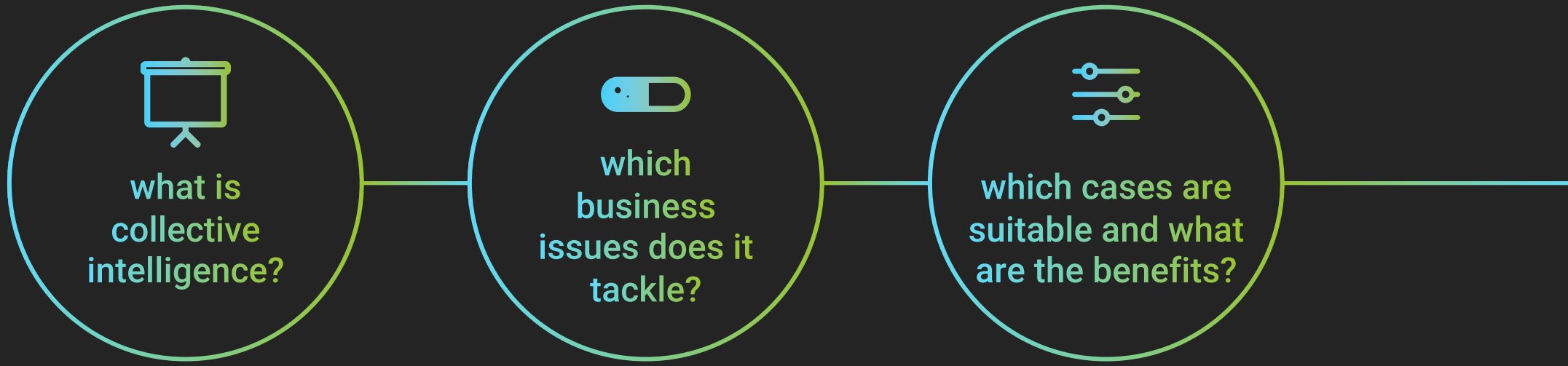
what we cover today



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(pandemic influenced) business challenges

Talent war

- Staff shortages are reaching all sectors and regions:
  Limited agility if volumes fluctuate
- Automation technologies do not (yet) deliver 100% quality:
  AI/ML technologies need human input to be trained

Customer centricity

- Increased expectations
- Tighter service levels
- Focus on customer retention

GDPR requirements

- Limiting factor for many use cases to engage external/worldwide talent

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what if you could ...

01

access skilled staff on-demand, 24/7

02

utilize an AI-based managed service

03

increase your customer satisfaction and retention

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what is collective intelligence?

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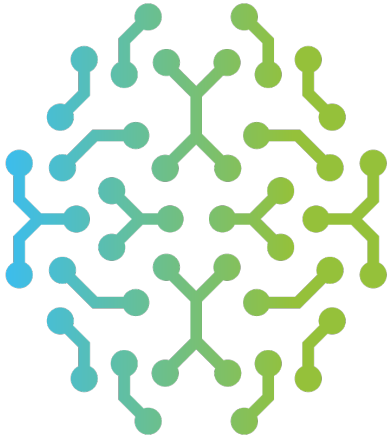
concept of collective intelligence



&

ARTIFICIAL INTELLIGENCE

Maximizing the benefits
of artificial intelligence

HUMAN INTELLIGENCE

Bridging the gaps with
human intelligence

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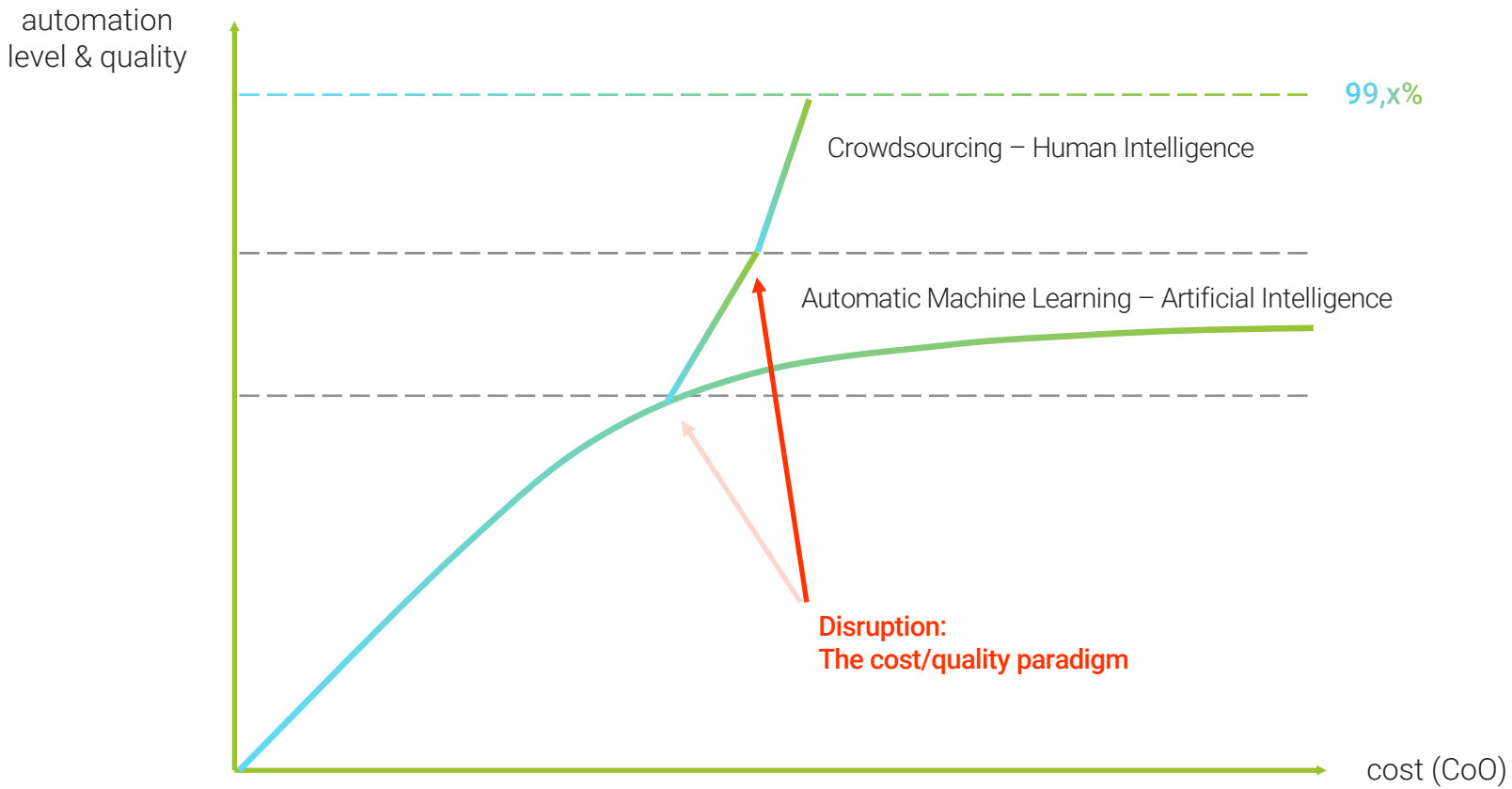
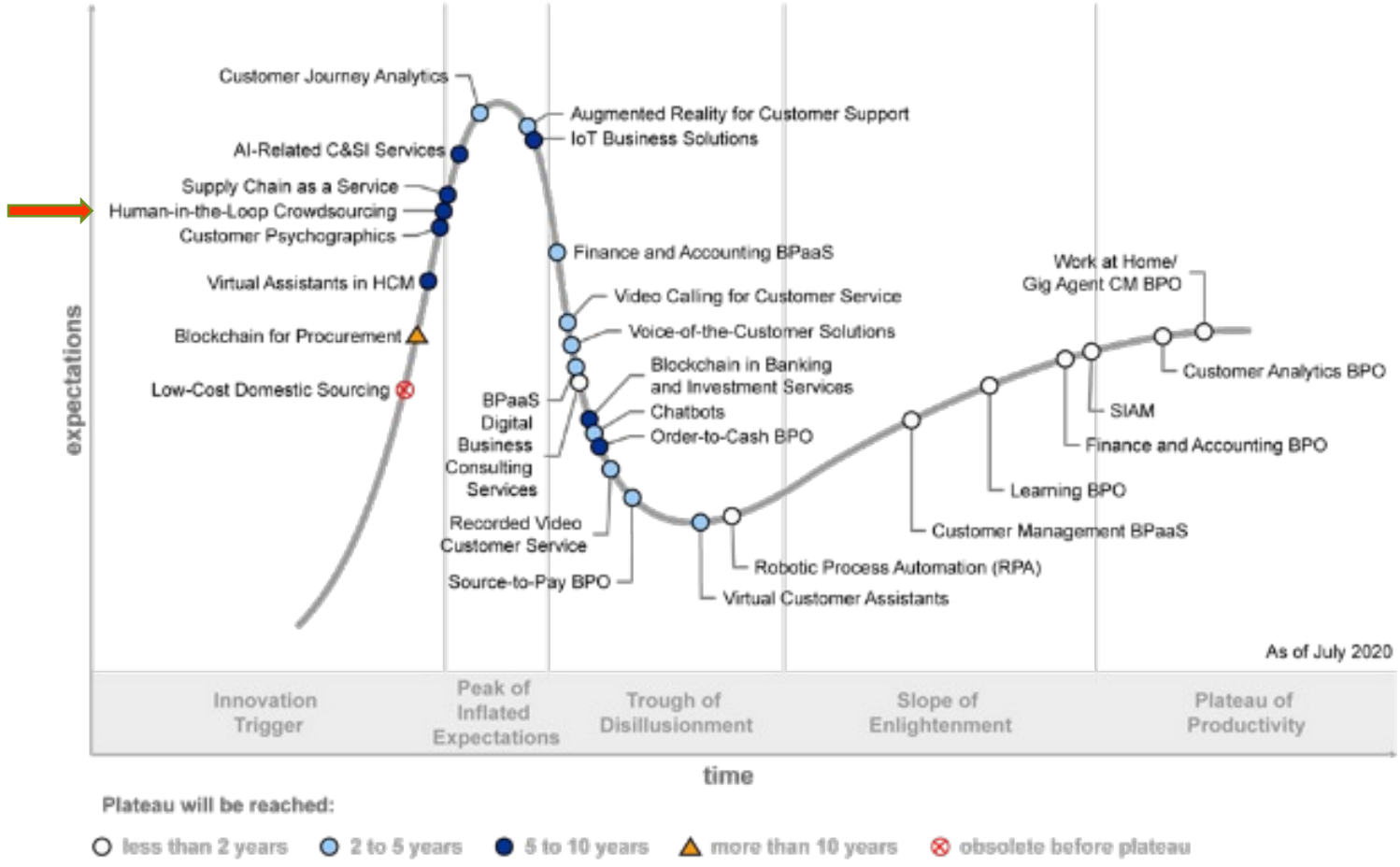
automation²



hype cycle for business process services, 2020



Source: Gartner
ID: 467853

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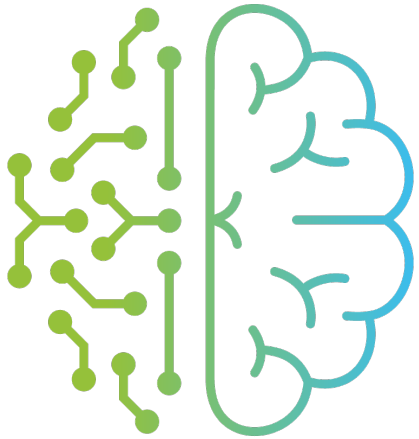
concept of collective intelligence



THE SCALEHUB DIFFERENCE

2.3 M skilled crowd workers deliver guaranteed quality in guaranteed time

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how does collective intelligence tackle the business challenges?

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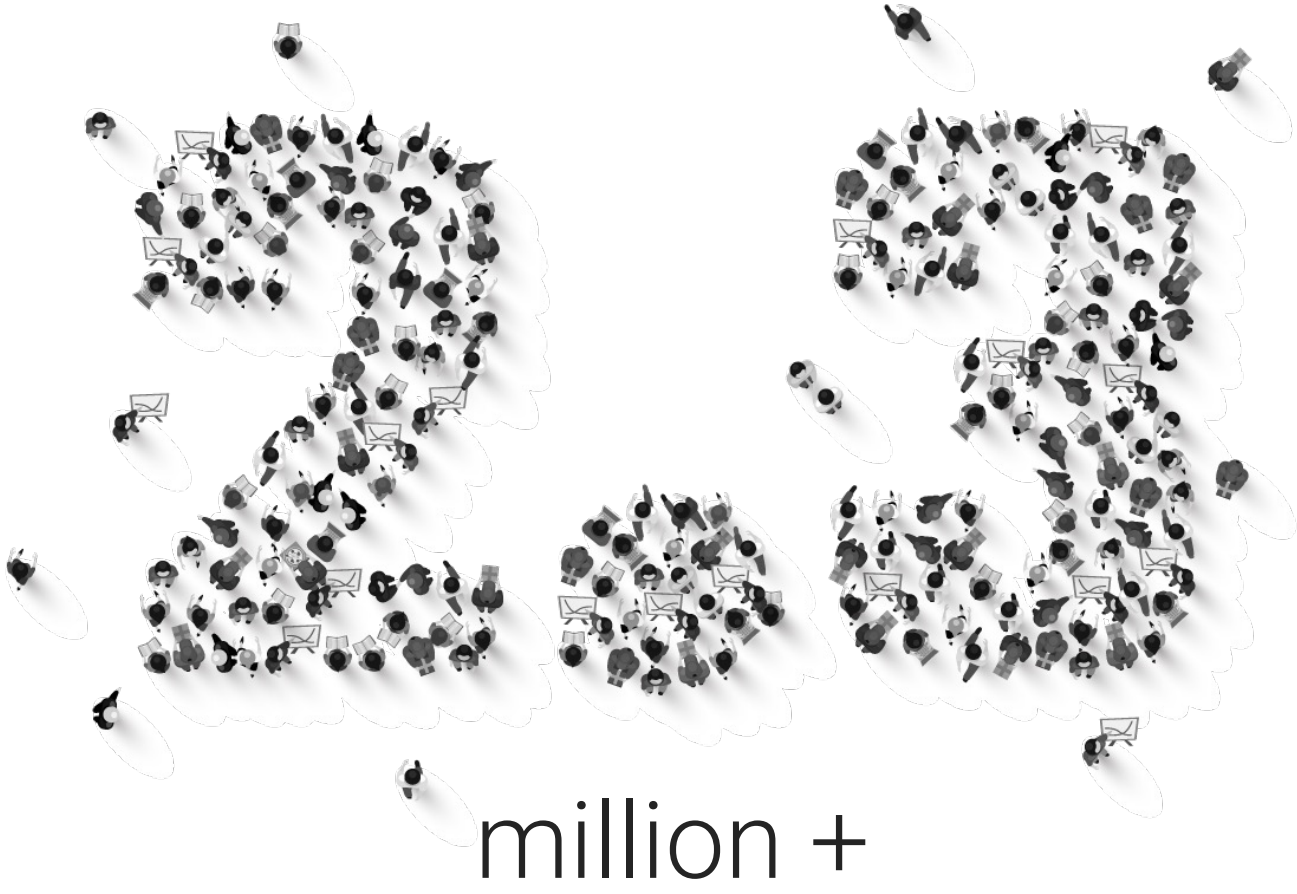
the collective intelligence difference



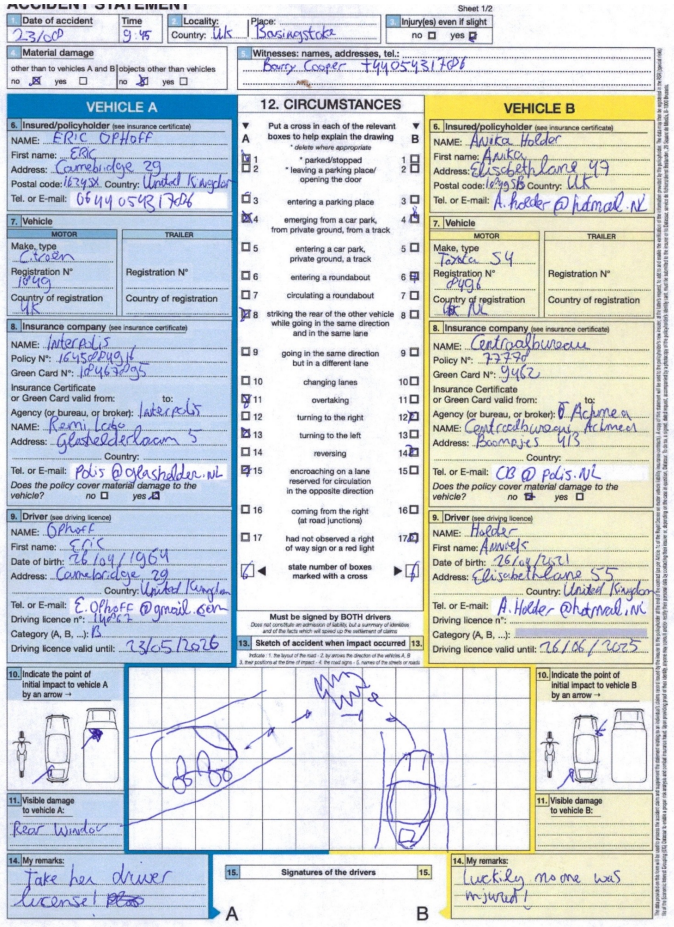
solving staffing limitations

Instant access to global talent – unlimited & 24/7

A crowd tailored to your needs – location, experience, internal staff, language, security etc.

Full agility – scaling up and down instantly, no ramp up period, emergency preparedness

increasing customer satisfaction & retention
example: insurance claim


ACCIDENT STATEMENT

Sheet 1/2

Date of accident: 2-3/08 | Time: 9.45 | Locality: Country: UK | Place: Basingstoke | Injury(es) even if slight: no ☐ yes ☑

Material damage: other than to vehicles A and B: no ☒ yes ☐ | objects other than vehicles: no ☒ yes ☐

Witnesses: names, addresses, tel.: Barry Cooper 7449054317081

VEHICLE A

6. Insured/policyholder (see insurance certificate)
NAME: ERIC OPHOFF
First name: ERIC
Address: Cambridge 29
Postal code: 1623SK Country: United Kingdom
Tel. or E-mail: 0644054317081

7. Vehicle
MOTOR: Make, type: Citroen | Registration N°: 1849 | Country of registration: UK
TRAILER: Registration N° | Country of registration

8. Insurance company (see insurance certificate)
NAME: Interpolis
Policy N°: 16452249.14
Green Card N°: 10463795
Insurance Certificate or Green Card valid from: to:
Agency (or bureau, or broker): Interpolis
NAME: Rémy Lake
Address: Gladstonelaan 5
Country:
Tel. or E-mail: Polis@rlashalder.nl
Does the policy cover material damage to the vehicle? no ☐ yes ☑

9. Driver (see driving licence)
NAME: OPhoff
First name: ERIC
Date of birth: 26/04/1964
Address: Cambridge 29
Country: United Kingdom
Tel. or E-mail: E.OPhoff@gmail.com
Driving licence n°: 1149671
Category (A, B, ...): B
Driving licence valid until: 23/05/2026

12. CIRCUMSTANCES

Put a cross in each of the relevant boxes to help explain the drawing (* delete where appropriate)

A		B
☒ 1	* parked/stopped / * leaving a parking place/ opening the door	1 ☐
☐ 2		2 ☐
☐ 3	entering a parking place	3 ☐
☒ 4	emerging from a car park, from private ground, from a track	4 ☐
☐ 5	entering a car park, private ground, a track	5 ☐
☐ 6	entering a roundabout	6 ☐
☐ 7	circulating a roundabout	7 ☐
☒ 8	striking the rear of the other vehicle while going in the same direction and in the same lane	8 ☐
☐ 9	going in the same direction but in a different lane	9 ☐
☐ 10	changing lanes	10 ☐
☒ 11	overtaking	11 ☐
☐ 12	turning to the right	12 ☐
☒ 13	turning to the left	13 ☐
☐ 14	reversing	14 ☐
☒ 15	encroaching on a lane reserved for circulation in the opposite direction	15 ☐
☐ 16	coming from the right (at road junctions)	16 ☐
☐ 17	had not observed a right of way sign or a red light	17 ☐
☐ ◄	state number of boxes marked with a cross	► ☐

Must be signed by BOTH drivers

13. Sketch of accident when impact occurred 13.

VEHICLE B

6. Insured/policyholder (see insurance certificate)
NAME: Anika Holder
First name: Anika
Address: Elisabethlaan 47
Postal code: 1623SB Country: UK
Tel. or E-mail: A.holder@hotmail.NL

7. Vehicle
MOTOR: Make, type: Tesla S4 | Registration N°: 4491 | Country of registration: NL
TRAILER: Registration N° | Country of registration

8. Insurance company (see insurance certificate)
NAME: Centraalbureau
Policy N°: 77770
Green Card N°: 9462
Insurance Certificate or Green Card valid from: to:
Agency (or bureau, or broker): Achmea
NAME: Centraalbureau Achmea
Address: Boompjes 415
Country:
Tel. or E-mail: CB@Polis.NL
Does the policy cover material damage to the vehicle? no ☒ yes ☐

9. Driver (see driving licence)
NAME: Holder
First name: Anniels
Date of birth: 26/04/1971
Address: Elisabethlaan 55
Country: United Kingdom
Tel. or E-mail: A.Holder@hotmail.NL
Driving licence n°:
Category (A, B, ...):
Driving licence valid until: 26/06/2025

10. Indicate the point of initial impact to vehicle A by an arrow →

10. Indicate the point of initial impact to vehicle B by an arrow →

11. Visible damage to vehicle A: Rear Window

11. Visible damage to vehicle B:

14. My remarks: Take her driver license!

15. Signatures of the drivers 15.
A
B

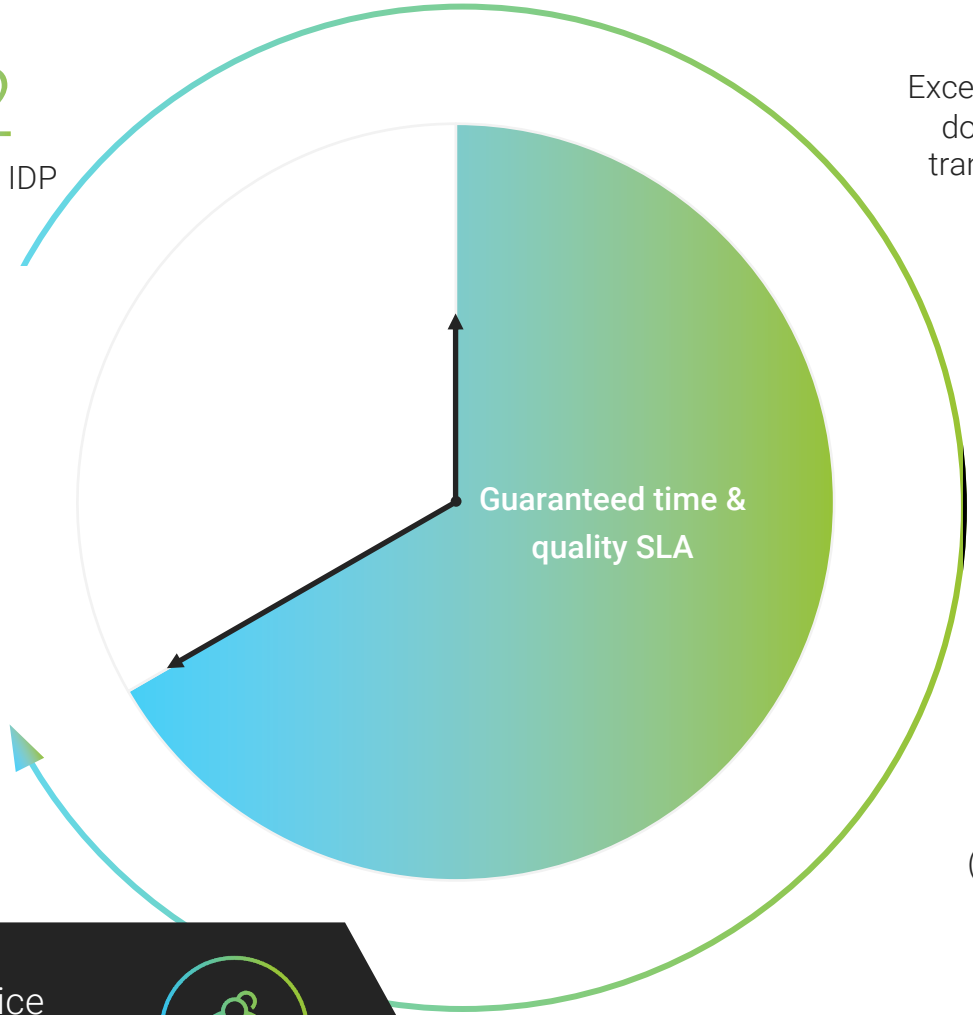
14. My remarks: Luckily no one was injured!

- Unpredictable volumes
- Impact on customer satisfaction and retention
- Impact on insurance margins/cash outlay
- GDPR restrictions

increasing customer satisfaction & retention example: insurance claim

01
Multi-Channel Input

02
Customer IDP



03
Exceptions, peaks, selected documents / fields are transmitted to ScaleHub

04
ScaleHub applies specialist AI

05
ScaleHub applies HI (crowd) to verify data to guaranteed SLA

Clean Data delivered within guaranteed Service Level: Time & quality @ transactional cost

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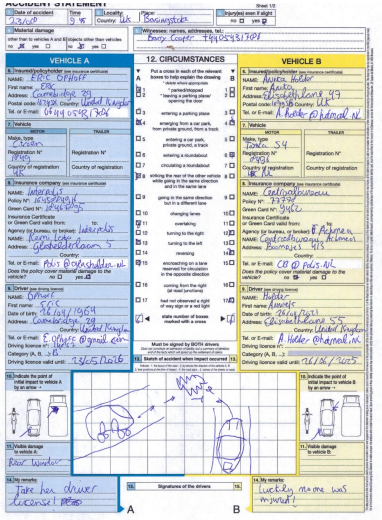
example: insurance claims
how is the ScaleHub crowd engaged?

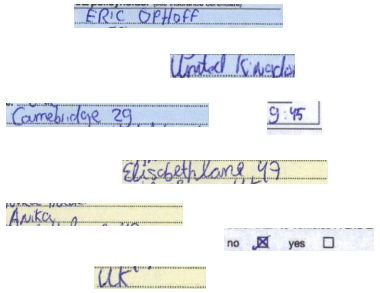
01

automatic classification



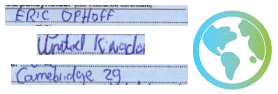
02

snippeting



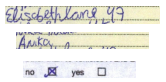
03

distribution to the crowd



Public crowd

Customer crowd



Specialist/
BPO crowd

04

verification and data entry in the crowd

example: insurance claims
ai & hi for computer vision tasks

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tackling data protection challenges: AI applied

People And Computers Ltd.
53 Derech Hashalom St. Givatayim. ISRAEL

To ScaleHub AG

Date 10.11.19
Time 15:14
Federal Tax ID: 510904758

Federal Tax ID:

A/R Invoice **33304** **Copy**

#	Description	Quantity	Price	Total
1	Future of AI Europe 2019 - 10-12/12/19	1	245.00 $	245.00 $
2	Anja Poredda			

ANONYMIZATION

AAAAA/AAA AAAAAAAA/AAA.
00 AAAAA/AAAAAAA/AA.Givatayim. AAAAAA

To AAAAAAA/AA

Date 00.00.00
Time 00:00
Federal Tax ID: 000000000

Federal Tax ID:

A/R Invoice 00000 Copy

#	Description	Quantity	Price	Total
0	Future of AAAAAAA0000 - 00-00/00/00	0	000.00 $	000.00 $
0	AA/AAAAAAA			

Challenges:

Where do I find the invoice number?

Full documents cannot be disclosed in the cloud.

Collective Intelligence Approach:

Anonymizing / Pseudonymization

Data labelling with the crowd to:

- train AI
- avoid extensive technology spend

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what are the benefits?

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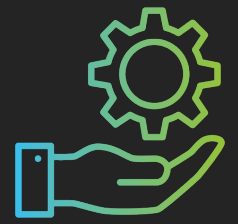
benefits of this approach

UNLIMITED SCALABILITY &
BUSINESS CONTINUITY

ACCESS TO
SPECIALIST SKILLS



INCREASED
SERVICE LEVELS

HIGHER SECURITY &
DATA PROTECTION

SUPPORTING ESG &
NEW WORK INITIATIVES

scalehub

the impact we achieved for customers & partners

TIME

- Claims assessed in **40 min**
- **1,000** workers in **10 min**
- Loan acceptance down from 6 weeks to **3 days**

QUALITY

- **99.9%** guaranteed:
- Even if volumes fluctuate e.g. **500–1,500,000** docs/day

COSTS

- Savings **35%+**
- BPO Boost Program **avoids slack**

let‘s talk:

susanne.richter-wills@scalehub.com

let‘s meet for a 1:1:
https://scalehub.zohobookings.eu/#/customer/srichter-wills

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Q & A

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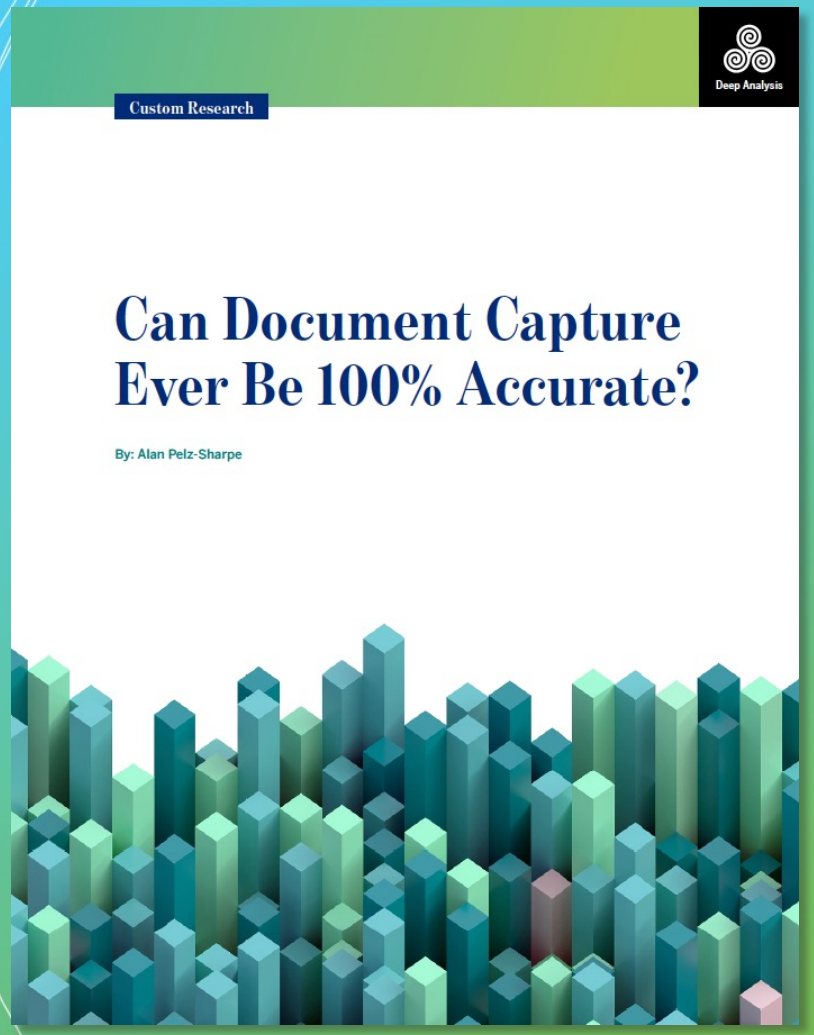

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