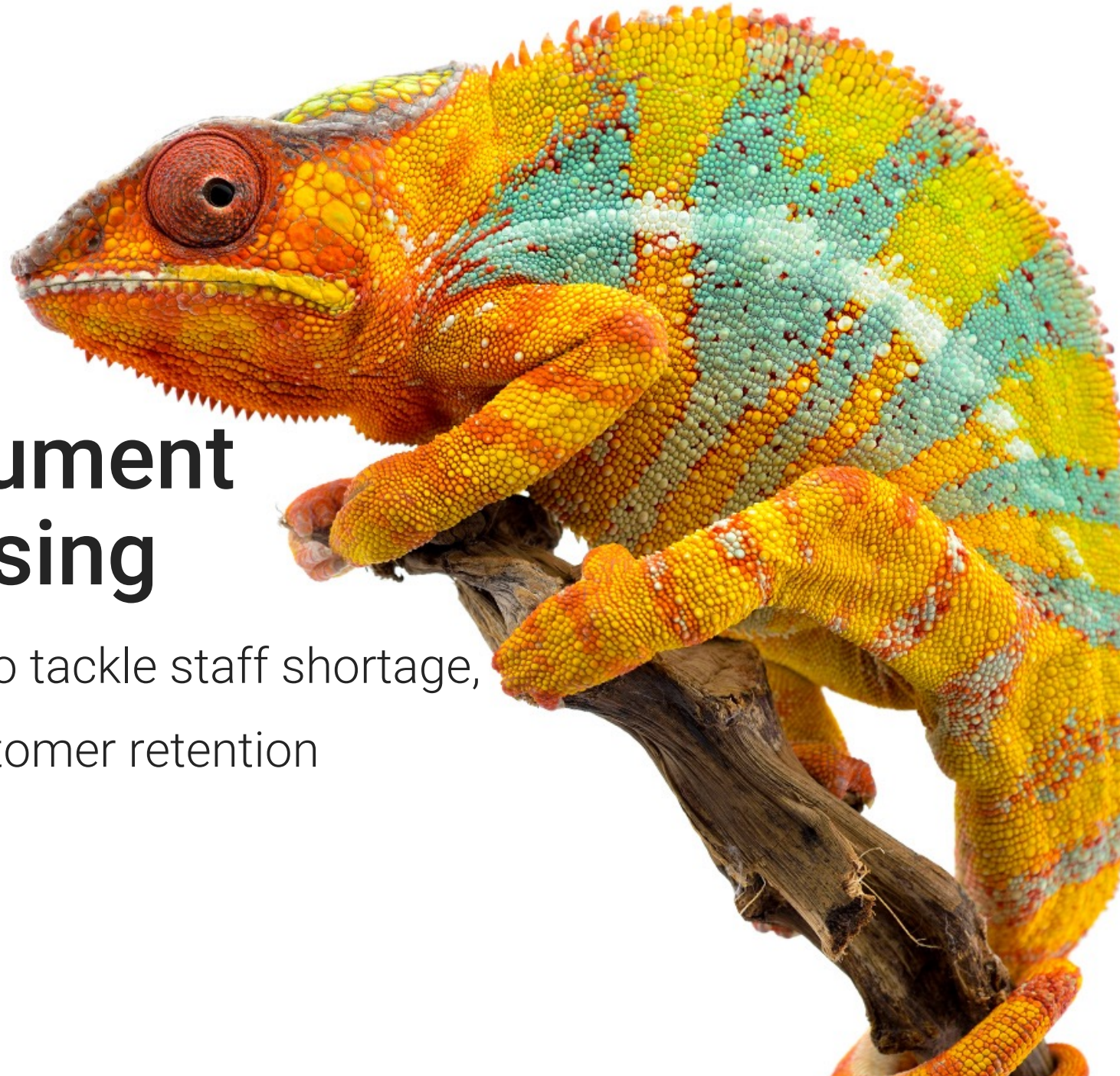




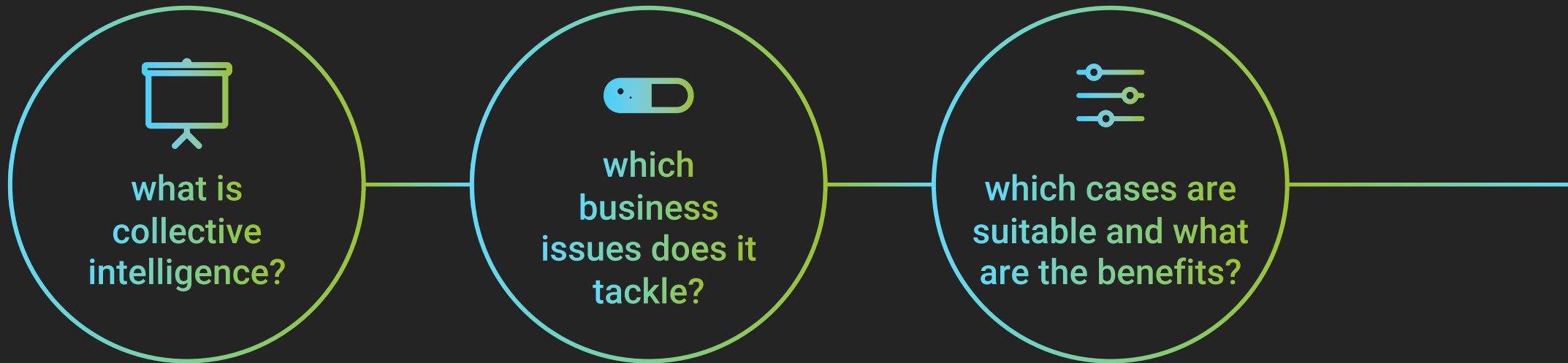
Reinventing Document and Data Processing

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

Susanne Richter-Wills, 7th of July 2022



what we cover today



(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

what if you could ...

01

access skilled staff
on-demand, 24/7

02

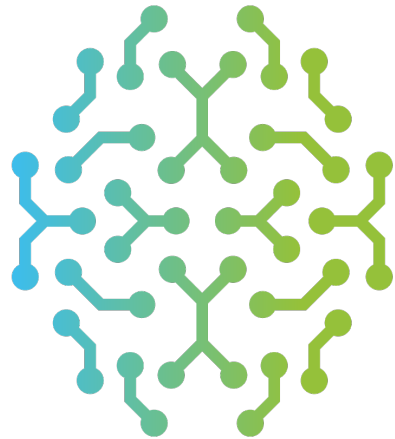
utilize an AI-based
managed service

03

increase your customer
satisfaction and retention

what is collective intelligence?

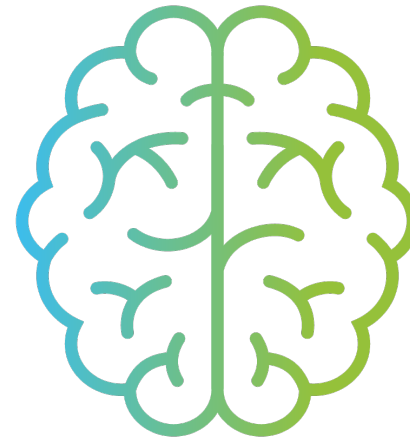
concept of collective intelligence



ARTIFICIAL INTELLIGENCE

Maximizing the benefits
of artificial intelligence

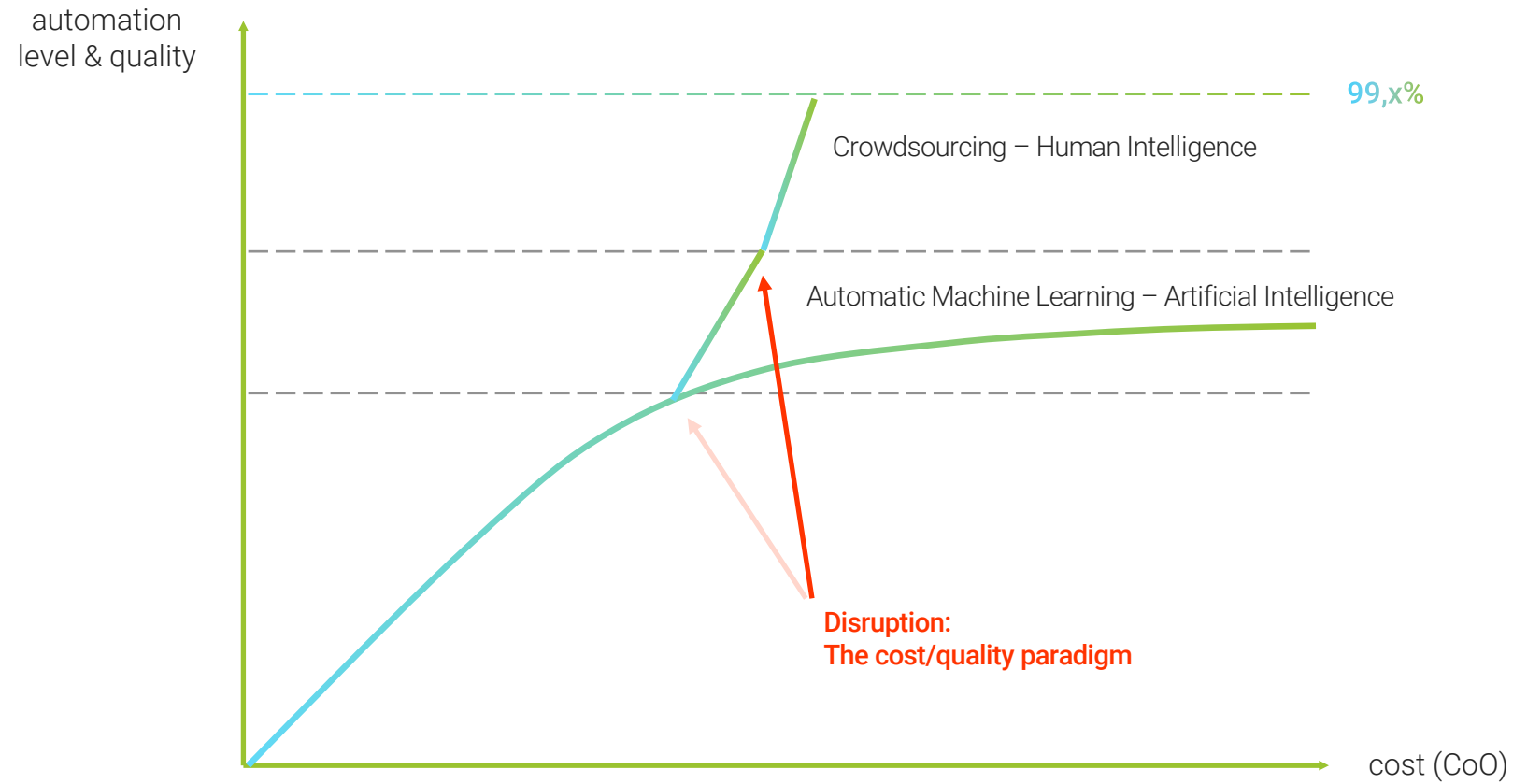
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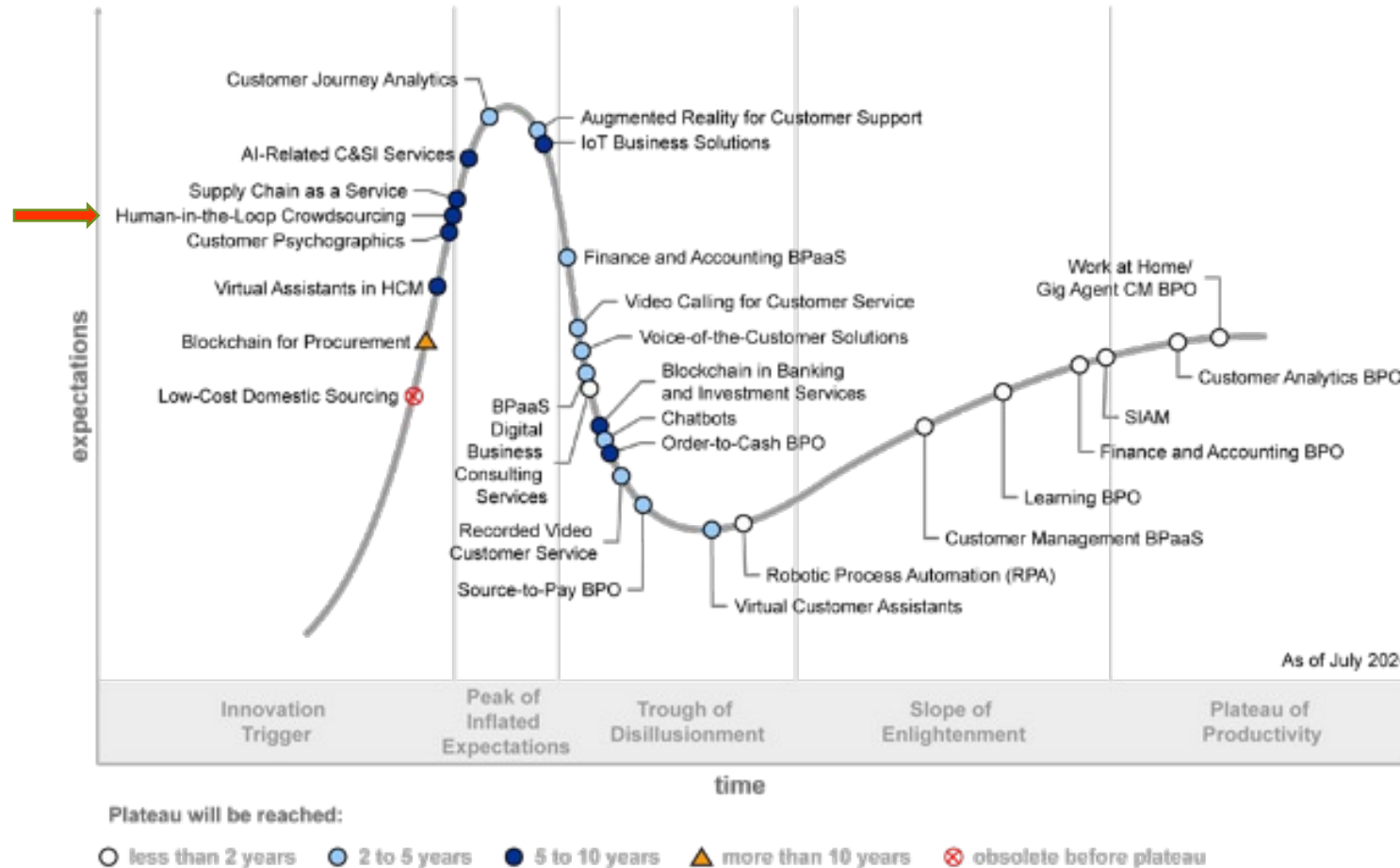
HUMAN INTELLIGENCE

Bridging the gaps with
human intelligence

automation²

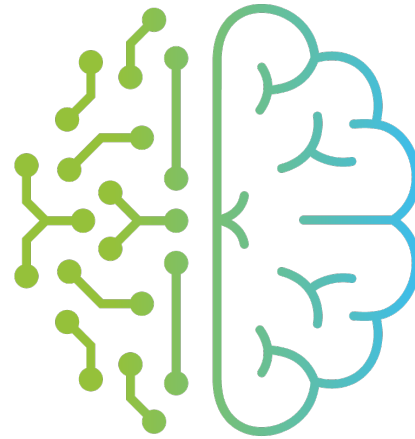


hype cycle for business process services, 2020



Source: Gartner
ID: 467853

concept of collective intelligence

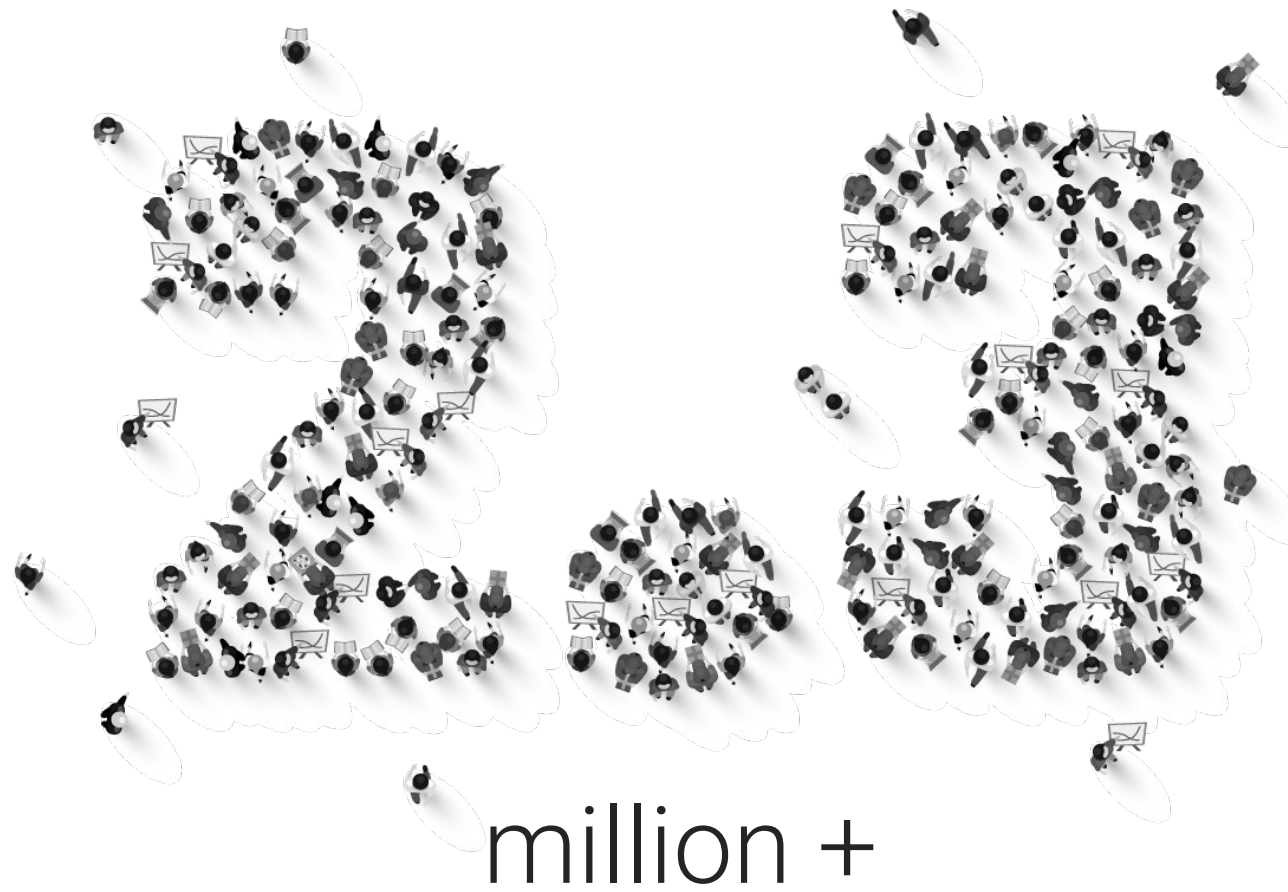


THE SCALEHUB DIFFERENCE


2.3 M skilled crowd workers
deliver guaranteed quality in
guaranteed time

**how does collective intelligence tackle
the business challenges?**

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: 23/08 Time: 9:45 Locality: Country: UK Place: Basingstoke Injury(s) even if slight: no ☐ yes ☒

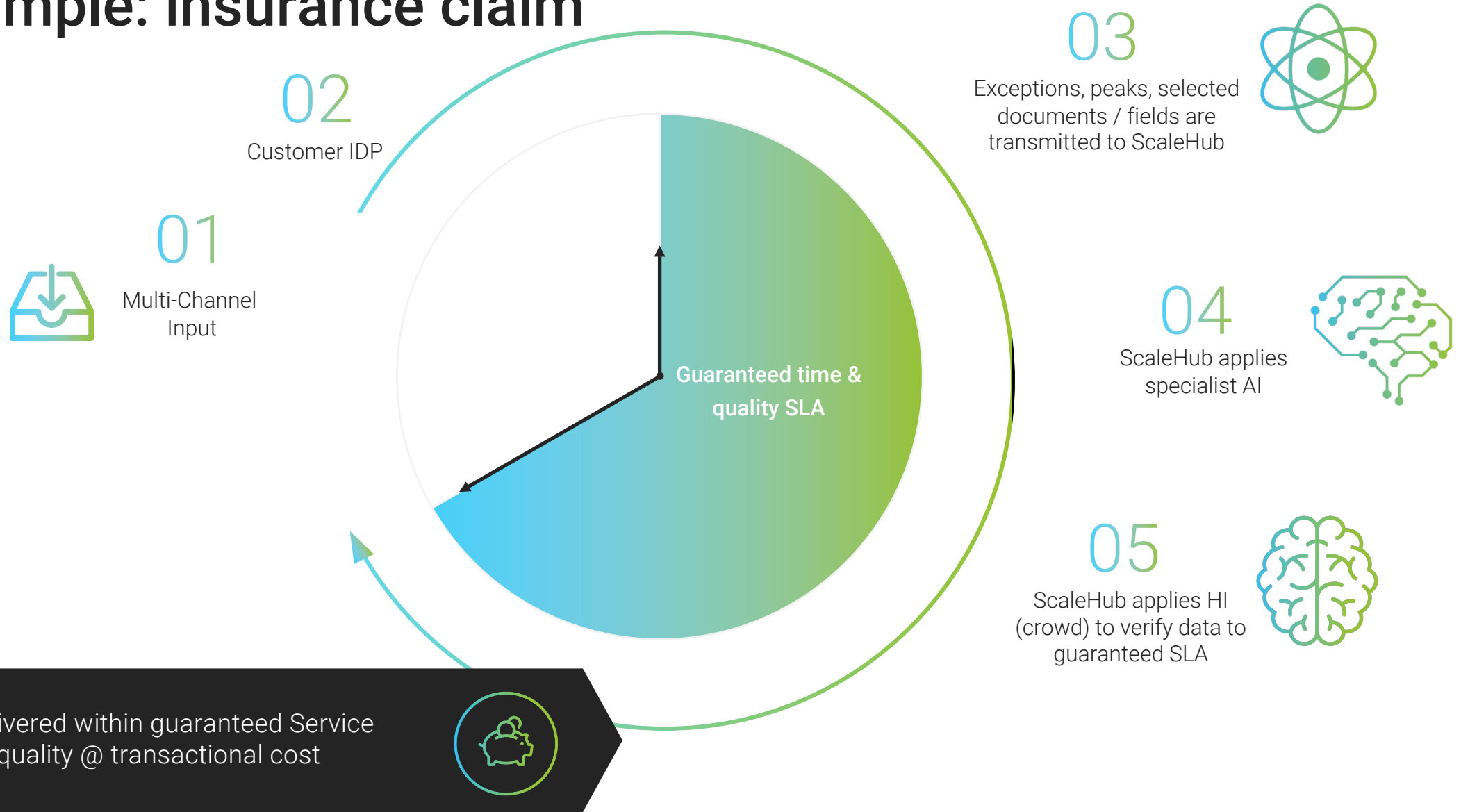
Material damage: other than to vehicles A and B ☒ objects other than vehicles: no ☒ yes ☐

Witnesses: names, addresses, tel.: Barry Cooper 74405431781

VEHICLE A	12. CIRCUMSTANCES	VEHICLE B
<p>5. Insured/policyholder (see insurance certificate)</p> <p>NAME: Eric O'Hoff</p> <p>First name: Eric</p> <p>Address: Cambridge 29</p> <p>Postal code: 16244 Country: United Kingdom</p> <p>Tel. or E-mail: 0644 05431781</p>	<p>Put a cross in each of the relevant boxes to help explain the drawing</p> <p>1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 <input type="checkbox"/> 17 <input type="checkbox"/> 18 <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22 <input type="checkbox"/> 23 <input type="checkbox"/> 24 <input type="checkbox"/> 25 <input type="checkbox"/> 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increasing customer satisfaction & retention

example: insurance claim



example: insurance claims how is the ScaleHub crowd engaged?

01

automatic
classification

02

snipping

03

distribution
to the crowd

04

verification and data entry
in the crowd

ERIC OPHOFF
United Kingdom
Cambridge 29
9.45
Elisabeth Lang 49
Anson
UK

ERIC OPHOFF
United Kingdom
Cambridge 29



Public crowd



Customer crowd



Specialist/
BPO crowd



example: insurance claims ai & hi for computer vision tasks



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			

Challenges:

Where do I find the invoice number?

Full documents cannot be disclosed in the cloud.



AAAAA/AAA AAAAAAAAA/AAA.
00 AAAAA/AAAAAAAA/AA.Givatayim. AAAAA

To AAAAA/AAA

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 A/AAAAA0000 - 00-00/00/00	0	000.00 \$	000.00 \$
0	AA/AA AAAAA			



Collective Intelligence Approach:

Anonymizing / Pseudonymization

Data labelling with the crowd to:

- train AI
- avoid extensive technology spend

what are the benefits?

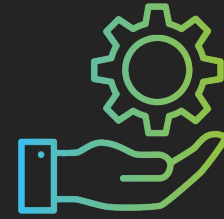
benefits of this approach



UNLIMITED SCALABILITY &
BUSINESS CONTINUITY



ACCESS TO
SPECIALIST SKILLS



INCREASED
SERVICE LEVELS



HIGHER SECURITY &
DATA PROTECTION



SUPPORTING ESG &
NEW WORK INITIATIVES

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](https://scalehub.zohobookings.eu/#/customer/srichter-wills)



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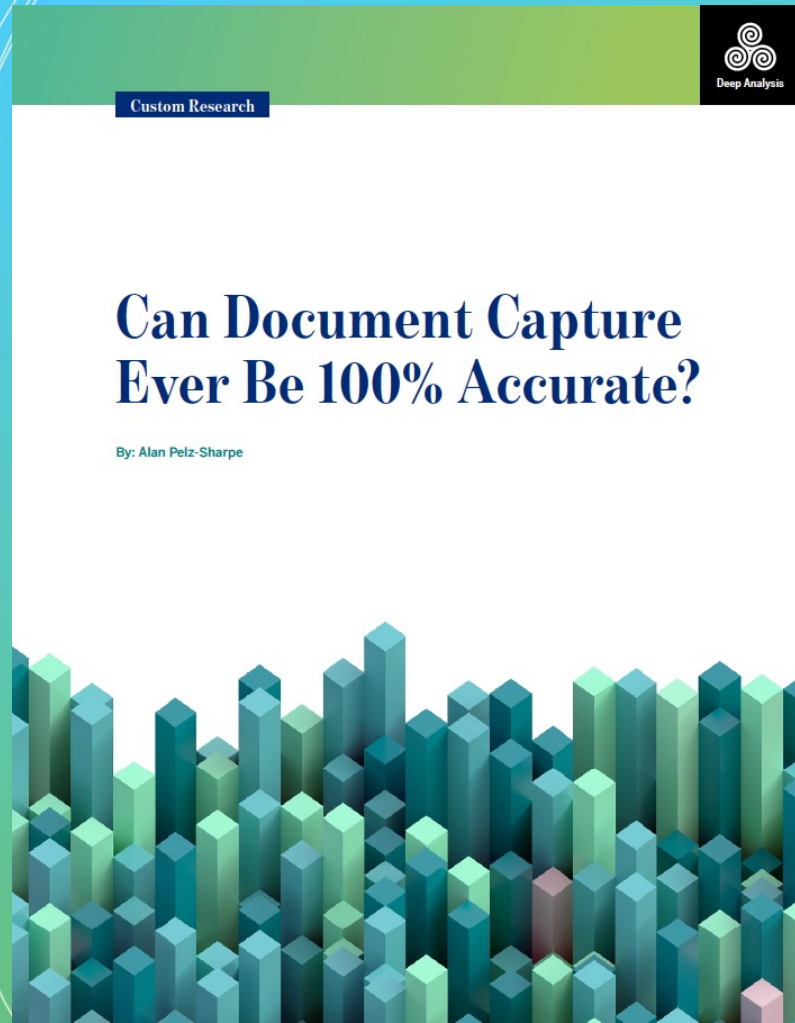
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Q & A



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