



ADDCOS CASE STUDY

MARKET RESEARCH

Information &
Consultancy Group

DDC 
Outsourcing Solutions

It's a Success!

Data capture accuracy maintained at a minimum level of

99%



Data Capture

Overview

This client is a world-leading market research and market information group. A division of one of the world's largest insight, information, and consultancy groups, it operates on a truly global scale – providing both custom and continuous research to local and multinational organisations spanning over 80 countries. The client's UK division is a leading supplier of consumer panels, TV audience measurement, and media intelligence services.

Clients Needs

As providers of purchasing information on all main grocery markets in the UK, the client required a company to collect product and pricing information from shopper till receipts, which are received in a variety of formats. With the grocery market highly dynamic in nature and consumer shopping trends ever-changing, the speed and accuracy of data capture were of paramount importance, with a real need for consistent and reliable data in quick turnaround times.



**ONSHORE/OFFSHORE
HYBRID SOLUTION**

OUR SOLUTION

SUMMARY



DDC OS has provided the client with a highly efficient and cost-effective onshore/offshore hybrid solution. UK panel members send in electronic images of receipts which are then securely transmitted to our advanced facility in Manila, where operators manually capture the required data; following a set of strict validation rules to limit the data capture to only relevant, pre-agreed information. All files are returned via FTP within a 48-hour period, with this being reduced to just 24-hours at critical reporting times.

“It's a Success!”

DDC OS manages approximately 2.2 million till receipts per year, with data capture accuracy maintained at a minimum level of 99% - consistently higher than industry standards.

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KEY SUCCESS POINTS



The hybrid solution has the flexibility to quickly cope with changes in till receipt formats and client requirements.



Our accuracy levels consistently hit a minimum of 99%, exceeding both industry standards and SLA.



The end-to-end solution is fully auditable and includes stringent quality measures and validation.



The client has been able to increase the number of valid price lines captured by an average of

50%

due to the quality of data provided.



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