

Client – UK based Event Listing company

The client had been supplying 'what's on' information for the whole of UK from the biggest acts and venues to ultra local level community events taking place in the neighborhood.

The company was established in 2005. Their core business was to collate and license syndicated information and services to publishers, new media and mobile services. They provided events data suitable for integration for mobile, new media, press and publishing companies. The company was the part of Science Navigation Group of independent companies that collaborate closely with each other to publish and develop information and services for professional and consumer markets.

Outsourcing Objectives

MG Tathya Solutions Pvt. Ltd. (MGTS), the sister organization of Ascendeon based in Kolkata, India, was selected to provide the web research, data collection and data population services as per the requisite Process Document at the outset and as modified through mutual consent from time to time.

Project Description

The project was divided into two phases:

Phase-1 – This was the first phase of the work-flow, where MGTS agents had to go through various web sites of Art/Event venue listings. The client provided the list of these web listing sites. Agents started their work with some general source which contained some key points such as: Art Fairs, Art Journals, Auction Houses, Private Galleries, Public Institutions, Museums, Attraction Points, Libraries, Music Venues, Cinemas etc. Each key point represented a list of galleries, exhibitions, institutions etc. and each list item contained their officials, website and address. The actual information related to the venue (address, contact details, opening hours, price etc.) were collected from the venue's own homepage and not from the general source.

Phase-2 – At this phase, MGTS agents had to extract more detail data for the events being conducted in various Art/Event venues from the corresponding web sites of the concerned event venues. There are more than 50 fields, which are to be populated in respect of each event following the guideline of Process Document.

Human Resource & Services

- MGTS had engaged 30 persons for this web research and data collection services.
- They provided services for 5 days in week for 9 hours per day.
- We used to review around 16000+ web resources in a month.