



## Major Business Directory Publisher Solves Backlog Challenges Thanks to OKS Group

### Our Client

A major US business directory publisher providing details related to a business listings database management contract.

### Objectives

Facing renewal of its outsourcing contract with another supplier, this publishing client sought a higher level of service for its business information customers. This would require resolution to a significant transaction backlog, more efficient handling of historically high volume updates, and capability to manage both an expanding number of information sources and increasingly sensitive data.

### Business Challenges

- Maintenance of accurate business listings for over 2,000 printed and online directories
- Backlog exceeding 1,000,000 transactions, increasing each month
- Market pressure to eliminate backlog and establish processes to prevent its recurrence
- Ability to meet sustained monthly production requirements in budget
- The need for seamless integration to the publisher's production workflow cycle and customer management systems

### The Decision

OKS Group was selected based on our experience, expertise, and track record of delivering data verification solutions on time and on budget.

## Our Solution

OKS Group deployed a hybrid support model combining online and voice validation solutions relying on a combination of people and custom applications. In addition, our solution included transforming a significant amount of paper document management, manual markup of reports, and over time, conversion to digital document systems allowing annotation capabilities to facilitate the work of subject matter experts, for each transaction group area.

## The Result

- Elimination of the transaction backlog three months ahead of schedule
- Higher conversion rates per transaction than historical suppliers
- Reduction of annual maintenance costs over previous methodologies
- Improved accuracy and timeliness of updates, yielding competitive advantage
- Integration with existing organizational workflows and audit processes
- OKS Group exceeded all service level requirements



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