



#### Contacts

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- A Cloud & Crowd based
- Business Process Crowdsourcing & Data Management Solution
- Providing flexible and intelligent support for overstretched Customer Service organizations in Energy and Utilities
- Leading to significant cost reduction (up to 30%)

#### **Advantages for your customers**

Higher customer satisfaction through:

- 24/7 365 availability
- Very fast response times
- Very high quality and first time right

#### **Advantages for your company**

True competitive advantage through:

- Fast, elastic and pay as you go SMARTtasking at lower cost
- Higher customer satisfaction and lower churn rate
- Relieving CS agents from high volume, repetitive and boring work (with quality risk)
- Engaging CS agents for complex and value-adding tasks
- Lifetime prolonging solutions for complex, faulty and/or aging IT infrastructure (legacy)



#### **The Company**

TheCrowdatWork is a Dutch microtasking and business process crowdsourcing partner for customer service departments of mid to large-sized companies handling standardized bulk business processes. TheCrowdatWork helps customer service departments to handle business processes faster, with higher quality and at significantly lower costs than standard in-house or outsourcing solutions. TheCrowdatWork solutions are extremely flexible, scalable, 24/7 365 available and pay as you go.

#### **SMARTtasking for Customer Service business processes**

TheCrowdatWork reduces the complexity of business processes to a minimum through breaking down the process into atomic microtasks that require no expert knowledge and no knowledge of the overall process or business rules. This way business processes can be executed by anyone, anywhere, anytime or in other words by the Crowd. In-house staff (regardless of their background or training) can collaborate with online crowdworkers on a secure, quality controlled online platform. The scalable workforce is supported by state of the art cloud technology used for example for computation and visualization of microtasks. Combining computation with on- and off-site human cognition makes microtasking *SMARTtasking*. SMARTtasking enables a much faster and more responsive customer service organization with customer service specialists working on complex and truly value-adding tasks. SMARTtasking creates a valuable competitive advantage.

#### **Energy and Utilities**

Successful business process crowdsourcing requires an intimate knowledge of the industry, its business models, applicable rules, regulations and generic challenges. This is why TheCrowdatWork currently offers only SMARTtasking services for companies in energy and utilities. For these industries we deliver scalable and elastic high quality output by combining industry knowledge, lean BPM methodology, SMARTtasking supported by computation and visualization and crowdsourcing. In recognition of the challenges the industries currently faces, TheCrowdatWork developed a lean end-to-end BPM methodology to reduce business process redesign on the client's side to an absolute minimum savings cost while increasing implementation speed. Implementation is usually possible within 3 to 5 months.

#### **Data Services**

TheCrowdatWork processes high volume, repetitive work tasks that computers cannot handle, for which programming is too expensive, or where quality and accuracy is of high importance. Scalable and affordable human cognition for data categorization, online and on-site data verification, data entry or enrichment will improve your data quality beyond current standards. TheCrowdatWork also provides affordable solutions for testing of enterprise systems and AI training. Data work is usually performed by the crowd curated and paid for by TheCrowdatWork. Collaboration with in-house staff is possible providing a multichannel workforce that can handle any volume, fast and with very high accuracy.