



# CONTENT CURATION

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customer success

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# Human Curation for media monitoring

## Overview

A UK based consulting firm provides media monitoring services as part of a broader portfolio. They needed a solution which could help them mine through press and patent information in web links pertaining to a set of European companies.

## Process and Delivery

Collaborated with client to develop guidelines for identifying relevant information and formatting it. Deployed a team of analysts and editors to read and review each and every link on a monthly basis

- Client sends across web links in bulk at the end of each month in a word document.
- Assigned analyst reads through each link and discards the ones which do not have relevant information. Information is then extracted and entered into the pre-defined format.
- The compiled document is sent to the editor for review who performs quality check. Errors and discrepancies are removed.
- The final document is sent over the client .

## Snapshot

Client: Gates Consultancy

Industry: Consulting


Location: United Kingdom

Client since: 2009

Solution: Human review and curation

## Benefits

- Client does not have to invest time in manually reviewing an overwhelming number of web links on a monthly basis.
- Extensive review processes and QC checks ensures that client receives ready to use information.
- Round the clock support means that the client can rely on Athena to handle additional web links in times of peak demand.



Athena provides content curation services to intelligence and media monitoring businesses that have to process an overwhelming amount of information.

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