

# Building the Future

The Quest to Develop the Most Advanced  
Generative AI Tool Yet.

Powered by **hugo**



## CASE STUDY

Hugo is the largest specialty provider of data annotation & capture solutions. Providing more than just outsourcing – we offer the exceptional support and innovative solutions you deserve to reach your goals and redefine success in your industry.

# Building the Future

## The Client

The race to develop the most advanced generative AI tool has intensified in the rapidly evolving field of artificial intelligence. Our client, the largest and most influential social metaverse company in the world, is determined to take the lead in this race.

With the launch of ChatGPT and BARD (the artificial intelligence models created by competitors Microsoft and Google), our client needed to accelerate its Generative AI capabilities rapidly in order to create something truly groundbreaking.

In this case study, we present **our comprehensive solution as the preferred vendor** and showcase the outstanding results our teams of annotators achieved for their Language Learning Models (LLMs) through our partnership.

## The Challenge

The client had a challenging goal: to deploy their large language models in a production environment as quickly as possible. In order to do this, they needed teams that could process colossal volumes of data, solve intricate technical complexities, and feed their models with superior responses to prompts across 100+ subjects including STEM, humanities, politics, religion, and everyday interactions.

Hugo is 1 of 5 vendors carefully selected for breadth of experience, quality of output, and ability to easily scale to meet the project's stringent requirements.

## 4 Core Principles Drive Our Success

Hugo has built its reputation for excellence by thoughtfully constructing a four-pronged approach to delivering exceptional outcomes.

### Team Construction

We're experts at finding top-tier annotation talent in unconventional locations. **Our teams are custom built for domain expertise and experience**, to match client objectives and project specifications.

Our annotators are evaluated for aptitude and consistency of high quality outputs. Our screens are designed to test domain acumen, tone, language mastery, empathy, bias, and other critical factors.

### Training & Development

Mastery of essential core traits.

Deep understanding of trait impact on output.

Successfully pass Gold Standard prompt benchmarks.

Consistently exceed client SLAs

Production

Training & Development Journey

Prior to production, teams undergo an intensive 2-week training & development program which includes rigorous coursework and workflow simulations that closely replicate the tasks they will encounter on the project. This hands-on experience ensures that our annotators are truly production ready from Day 1.



**“Hugo is without a doubt the most reliable and quality driven vendor I have worked with. They are consistent with their quality and reporting. I know when a job is assigned to them, it will be done on time, with phenomenal quality.**

- Project Manager, LLM Core



**Quality Assurance**

We deploy a dual-QA process to guarantee the highest quality of data annotation. One layer ensures that all annotated data aligns accurately with the intended context, while the other layer ensures that this data is factually correct, exhibits fluency, and coherence.



**Continuous Workflow Optimization**

We have deep experience designing experiments that surface actionable insights. Through our dedicated L&D team (comprised of our most-tenured QA managers and internal consultants), we conduct meticulous analysis across the lifetime of the project to identify areas for process improvement. We implement targeted measures daily and hyper-emphasize areas of improvement during retraining efforts. The result of this approach?

**Within 8-weeks, we elevated our response accuracy from 87% to 95%** (vs. client SLA of 80%).

**Results**



We've assembled over 500 (*and counting*) top-tier annotators categorized as **generalists, humanities, and STEM specialists with domain expertise across a wide range of topics.**

Through rigorous workflow management, we guarantee the presence of subject matter experts, to address any conversation in the pipeline – a deliberate approach that ensures our teams deliver **exceptional results that exceed client expectations.**

- We've achieved a **data accuracy rate of 95%** compared to the client's SLA of 80% and performance of 70% for the other 4 competing vendors.
- Hugo has outpaced all other vendors engaged by the client with our ability to scale to meet project demands without sacrificing quality of output **earning us leading vendor status for this group of projects.**
- Universal adoption of our process to production as the Gold Standard by the client's other vendors.
- **Hugo has built a value-driven partnership**– beyond task execution, our QA rubric has been adopted by in-house engineering teams for use on other GenAI projects in development.





# Let's shape the future. Together



## Meet Sandra

Data Annotator

97% Avg. Accuracy Score



*"It's important to understand the data not just label it. Whether its whether it's text, images, or video, and I familiarize myself with the subject matter and then adapt my annotations accordingly."*

### Degree:

BSc. Applied Microbiology, *University of Lagos*

### Years @ Hugo (Experience):

1.5 years

### Age:

25

### Professional Experience:

Hugo – Data Annotator  Meta

Lancet Labs – Intern

### Passion:

Astronomy, yoga, anime

### Fun Fact:

Sandra's favourite show in the world is Attack on Titan

### Other:

Proficient in HTML/CSS, Super Annotate, Cloudfactory, Microsoft Office Suite, Salesforce, Hubspot





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## Meet Alex

AI Ops Team Lead

98.5% Avg. Accuracy Score



*“Collaboration leads to better, more accurate outcomes. As a team, we're always open to discussing edge cases, best practices, and learning from each other.”*

### Degree:

BSc. Physics, *University of Nairobi*

### Years @ Hugo (Experience):

4 years

### Age:

28

### Professional Experience:

Hugo – Quality Analyst

Sama – Data Annotation

### Passion:

Dancing, sustainability

### Fun Fact:

Alex is passionate about renewable energy and ways to protect the environment and our planet

### Other:

Proficient in HTML/CSS, Killi, Jira, Google Analytics, Github, Asana, Salesforce, Hubspot

