

# Strong Service Delivery & Quality Assurance Processes

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## Service Delivery

### Target setting/ Resource allocation

- Demand analysis based on school calendar, events and historic data
- Team allocation and productivity target decision

### Productivity management

- Distribution of targets to team
- Daily analysis of productivity gaps and correction

### Regular client reporting

- Regular reports to client including
- Grading volumes
- Turnaround times
- Quality report
- Actions and results

## Quality Assurance

### Weekly quality review

- Demand analysis based on school calendar, events and historic data
- Team allocation and productivity target decision

### Pareto analysis / feedback and actions

- Distribution of targets to team
- Daily analysis of productivity gaps and correction

### Long term improvement actions

- Regular reports to client including
- Grading volumes
- Turnaround times
- Quality report
- Actions and results

# Sample rubric

Score	Length	Language	Content (Sample parameters)
6	400-600 words (may vary depending on writer's style)	Should have varied sentence structure, may have minor grammatical errors	<ul style="list-style-type: none"> <li>Shows complexity of thought; Analyses and adds to the prompt</li> <li>May have one, two or more appropriate and effective detailed examples</li> <li>May or may not take sides; Clear statement of intent</li> <li>Smooth transitions from one idea to another</li> </ul>
5	300-475 words (may vary depending on writer's style)	Should have somewhat varied sentence structure, may have few grammatical errors	<ul style="list-style-type: none"> <li>Shows some complexity of thought; May repeat the prompt</li> <li>May lack insight into the prompt; Lacks flair for writing</li> <li>Selects relevant examples with moderate details; Presents ideas logically</li> <li>Obvious restatement of the prompt to prove what has been accomplished</li> </ul>
4	250-350 words (may vary depending on writer's style)	Sentence structure variation minimal, may have noticeable vocabulary and grammatical errors	<ul style="list-style-type: none"> <li>A re-statement of the prompt and whether the student agrees or disagrees</li> <li>May list examples or may provide topic sentences of the body paragraph</li> <li>Poorly developed; Obvious and common examples not fully developed</li> <li>A separate concluding paragraph</li> </ul>
3	190-280 words (may vary depending on writer's style)	Shows some facility in the use of language, but lacks a variety in sentence structure, uses weak vocabulary, or has errors in grammar	<ul style="list-style-type: none"> <li>Lacks organization and is unclear; Lapses in progression and coherence</li> <li>General, vague, repetitive examples not fully developed</li> <li>Nonexistent, unclear or contradictory statement of intent</li> <li>Conclusion often is a weak restatement of what has been achieved</li> </ul>
2	125-220 words (may vary depending on writer's style)	The sentence structure may be confusing or fragmented. There are frequent errors in choice and use of words and grammar errors that make the essay incomprehensible	<ul style="list-style-type: none"> <li>Writer unable to write a detailed, coherent essay; ideas are vague</li> <li>Single insufficient example with little detail; Vocabulary limited</li> <li>Weak reference to prompt; no statement of intent</li> <li>Conclusion is often not consistent or just a merely repetition of the prompt</li> </ul>
1	125 words or less (may vary depending on writer's style)	The sentence structure is clearly flawed. There are blatant errors in choice and use of words. There are serious grammar errors	<ul style="list-style-type: none"> <li>Point of view missing; no evidence to support</li> <li>No connection among ideas; essay is disjointed, unfocused and unorganized</li> <li>Weak or no reference to prompt in the introduction</li> <li>No concrete example, there may be a mere reference to something</li> <li>The conclusion is generally missing</li> </ul>
0	NA	NA	<ul style="list-style-type: none"> <li>Assigned only to those who wrote nothing; nothing related to the topic</li> <li>Wrote in a language other than English</li> </ul>

Illustrative, not comprehensive

# Objective scoring as well as textual feedback

## Sample grading output

**Student Data Name:** Fatima Zohra Hedadji  
**City/State:** Chapel Hill , NC

**Scoring Overall Grader:** 4.00  
**Well Written:** 3.50  
**On Topic:** 4.00

### Comments

- Write more neatly.
- State your position clearly: be sure to state whether you agree or disagree.
- Use appropriate examples to support your position.
- List your examples in the order you intend to discuss them.

**Free Comments** Hi Fatima! You have written some good ideas. I must advise you to be clear with the argument that you give. The example of urban alienation should have been elaborated in details. You should also give a second example to comprehend the overall meaning of the essay in depth. I must also suggest you to frame the essay properly. Good luck!

**Objective scoring based on pre defined rubric and parameters**

**Feedback on key areas of logic, organization and syntax including improvement actions**

## Essay example

As one analyzes the history of any free nation, they will find that the <sup>and</sup> unity was only possible with a sense of welcoming <sup>and</sup> open personalities among the citizens. However, this does not mean that people were always unified <sup>and</sup> there have been many times of isolation, which was thought to be the safest lifestyle. An example of this is the occurrence of urban alienation as the United States moved towards an industrial and urban society. People in the lower class, however, showed no such characteristics. Separation. Therefore, we mainly see the idea of closing ones doors, in societies of the upper class, where as unity has been both needed and shown in the common people. Many artists have illustrated the idea of the upper class being more hidden from society. They have realized the pattern + showed their painted upper class characters not speaking to each other and all look the same with no emotion or sense of being down to earth. The artists purpose these people with those who are middle or lower class communicating and expressing openness towards each other. Things as simple as a smile or a smile

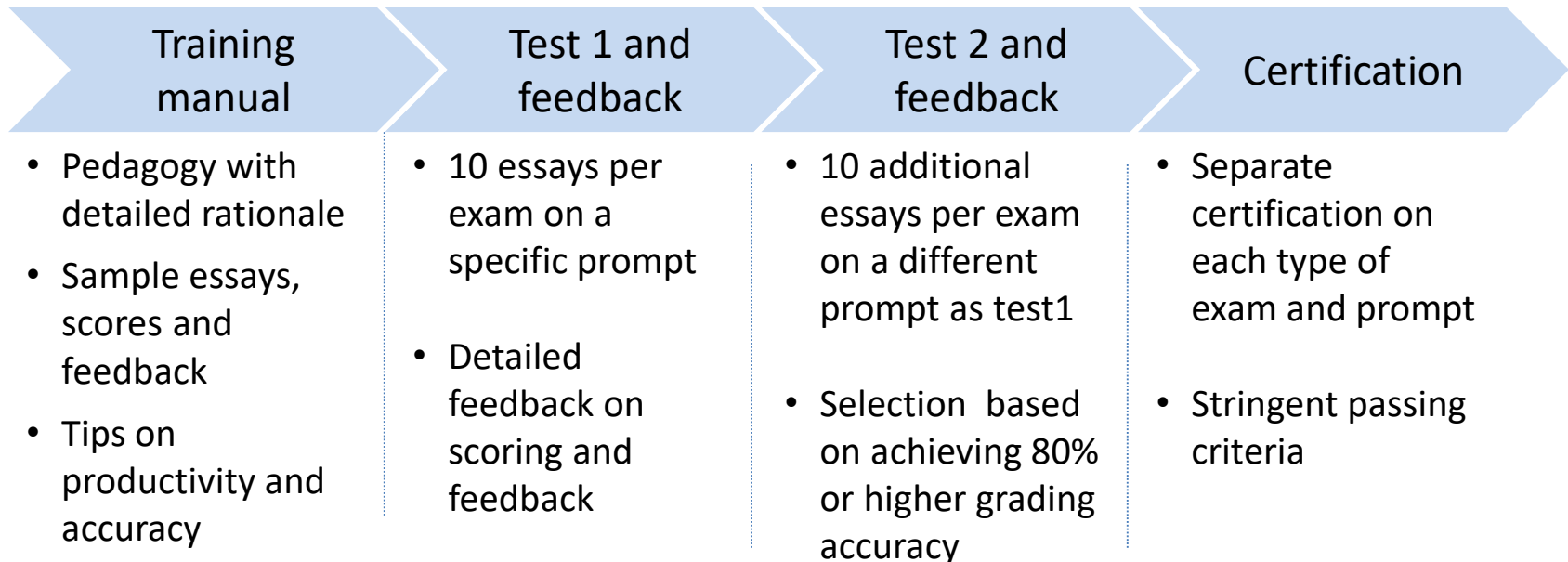
# Experience in a Variety of Topics

Exam	Prompt
SAT	Appreciate once its gone
	Construct Barriers
	Reveal self through choices
	Censorship justified
GRE	Sadness precedes happiness
	All - Day Kindergarten
	Increased Funding
	Science is meaningless
GMAT	Salaries of Corporate Executives
	New Ideas
	Advocating Violence
	Illegal Immigrants

Exam	Prompt
MCAT	Less Creative
	Special Interest Laws
	Minority Rights
	Fear of Failure
ACT	Foreign Language
	School Uniforms
	Vacation
	Cheating

# Robust Training and Certification Process

*Process repeated for each exam type (GRE, GMAT, SAT, MCAT etc)*



# We recruit highly qualified individuals

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## Qualifications

- Post graduate or Honors graduate
- English, Mass communication or Journalism
- Excellent English comprehension skills
- Passionate about reading
- Experience in some aspect of education (teaching, assessment or publishing)

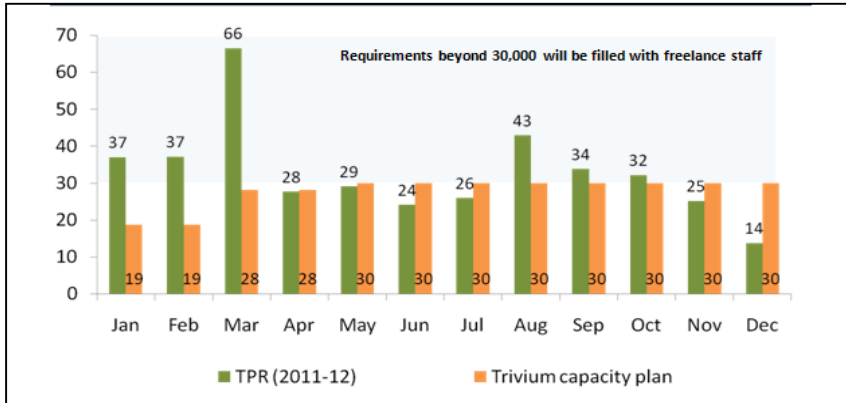
## Screening process

1. HR interview for experience, fit and interest
2. Screening/aptitude test that involves grading 20 essays/questions
3. Interview by trainer and project manager
4. Client certification process

# Rigorous operations management processes ensure reliability and quality

Case study: Essay grading

## Productivity and Output Reports



	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Number of essays	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Anwasha Maity	50	17	23	44	23	51	25	56	0	20	28	42	55	85
Rajeshwari De	59	49	17	30	0	7	21	77	84	81	101	69	65	75
Ravneet Chhabra	73	32	44	55	39	6	44	63	41	41	30	35	50	65
Rashi Aggarwal	150	224	120	137	10	98	75	185	123	90	46	31	124	79
Lipika Das	67	46	44	63	0	0	53	67	109	57	5	46	38	56
Thulasi Arunachalam	35	34	26	19	25	1	44	47	21	40	30	41	20	31
Tehseena Nazneen	25	41	35	29	27	20	22	50	28	29	22	32	9	27
Sulakshana Chatterjee	0	0	0	50	65	75	65	85	90	110	111	120	65	55
Arup Dey	0	0	3	20	11	0	23	26	30	50	50	50	65	75
Judypriya	30	23	24	21	1	19	31	27	24	33	13	14	20	23
Agradut	0	0	0	0	0	0	0	0	35	50	65	75	85	85
Sheetal	0	0	0	0	0	0	0	0	35	50	65	75	85	85
Total	492	466	336	468	201	277	403	673	550	621	536	610	661	732

Grader	Planned	Week 1		Shortfall Variation	Week 2		Shortfall Variation	Week 3		Shortfall Variation
		Actual	Variation		Actual	Variation		Actual	Variation	
Anwasha Maity	200	157	-43	225	222	-3	225	140	-85	
Rajeshwari De	200	155	-45	250	440	190	200	140	-60	
Ravneet Chhabra	220	243	23	275	260	-15	220	115	-105	
Rashi Aggarwal	375	641	266	375	648	273	375	194	-181	
Lipika Das	150	220	70	200	327	127	250	94	-156	
Thulasi Arunachalam	160	142	-18	160	224	64	200	51	-149	
Tehseena Nazneen	175	157	-18	175	203	28	175	36	-139	
Sulakshana Chatterjee	0	115	115	80	656	576	110	120	10	
Arup Dey	100	34	-66	100	229	129	125	140	15	
Judypriya	100	99	-1	125	161	36	125	43	-82	
Agradut	0	0	0	0	150	150	100	160	60	
Sheetal	0	0	0	0	150	150	100	160	60	
Total	1680	1963	283	1965	3670	1705	2205	1393	-812	

## Quality Report and Parameters

Graders - Week 23	Essays audited	Total errors	Error rate	Avg error rate	Target	Key area of concern
Anwasha Maity	24	4	17%	12%	10%	Elements missing from comment
Rajeshwari De	30	6	20%	15%	10%	Incorrect Scores
Ravneet Chhabra	18	0	0%	5%	10%	Typos, Punctuation
Rashi Aggarwal	12	1	8%	10%	10%	No free comments
Lipika Das	24	2	8%	25%	10%	Selecting too many fixed comments of low order
Thulasi Arunachalam	18	0	0%	5%	10%	Copy Pasted Comments
Tehseena Nazneen	25	3	12%	15%	10%	Repetitive Comments
Sulakshana Chatterjee	25	2	8%	10%	10%	Incorrect Scores
Arup Dey	30	4	13%	10%	10%	Incorrect Scores
Judypriya	30	3	10%	8%	10%	Elements missing from comment
Agradut	30	2	7%	NA	10%	Elements missing from comment
Sheetal	30	1	3%	NA	10%	Elements missing from comment

### Sample error codes

- Informal Language
- Comments in wrong order
- Elements missing from comment
- Incorrect Grammar
- Incorrect Scores
- Content error
- Fragmented Sentences
- Typos, Punctuation
- No free comments
- Copy Pasted Comments
- Selecting too many fixed comments of low order
- Repetitive Comments