

## CASE STUDY

# Training AI with Human Precision

How ListenTrust scaled linguistic accuracy to improve AI performance across global voice data



## Client

AI-driven media buying and customer acquisition platform

### Industry

AI-driven marketing technology and performance analytics

### Engagement

Voice transcription, linguistic validation, and AI training support

### Revenue Scale

Supports over \$150 million in annual client revenue

### Background

An AI-driven marketing platform required highly accurate voice transcription across diverse accents and languages to improve machine learning performance and support growing demand.

## The Challenge

The platform's performance depended on precise transcription of real-world voice data across multiple languages and dialects.

The organization needed to:

- ! Accurately transcribe Spanish and diverse English dialects
- ! Rapidly recruit and scale specialized transcription teams
- ! Improve recognition of regional accents and mixed-language speakers
- ! Adjust staffing dynamically based on real-time demand
- ! Support evolving AI and machine learning models
- ! Maintain cost efficiency while delivering high-quality output

Without scalable linguistic expertise, transcription inaccuracies limited AI performance and created operational strain.

## THE LISTEN TRUST SOLUTION

## Scalable Linguistic Intelligence Model

ListenTrust partnered with the client to enhance transcription accuracy and support AI model development through scalable linguistic operations.

Key components included:



### Specialized Bilingual Transcription Teams

Dedicated agents focused on Spanish and diverse English dialects.



### Rapid Workforce Deployment

100 trained agents recruited and onboarded within one week to meet immediate demand.



### Custom Workflow and QA Infrastructure

Development of a proprietary application to manage transcription workflows, quality assurance, agent activity, and billing.



### Advanced Linguistic Coverage Expansion

Support extended to UK English, Middle Eastern-influenced dialects, and French as client needs evolved.



### Flexible, Real-Time Staffing Model

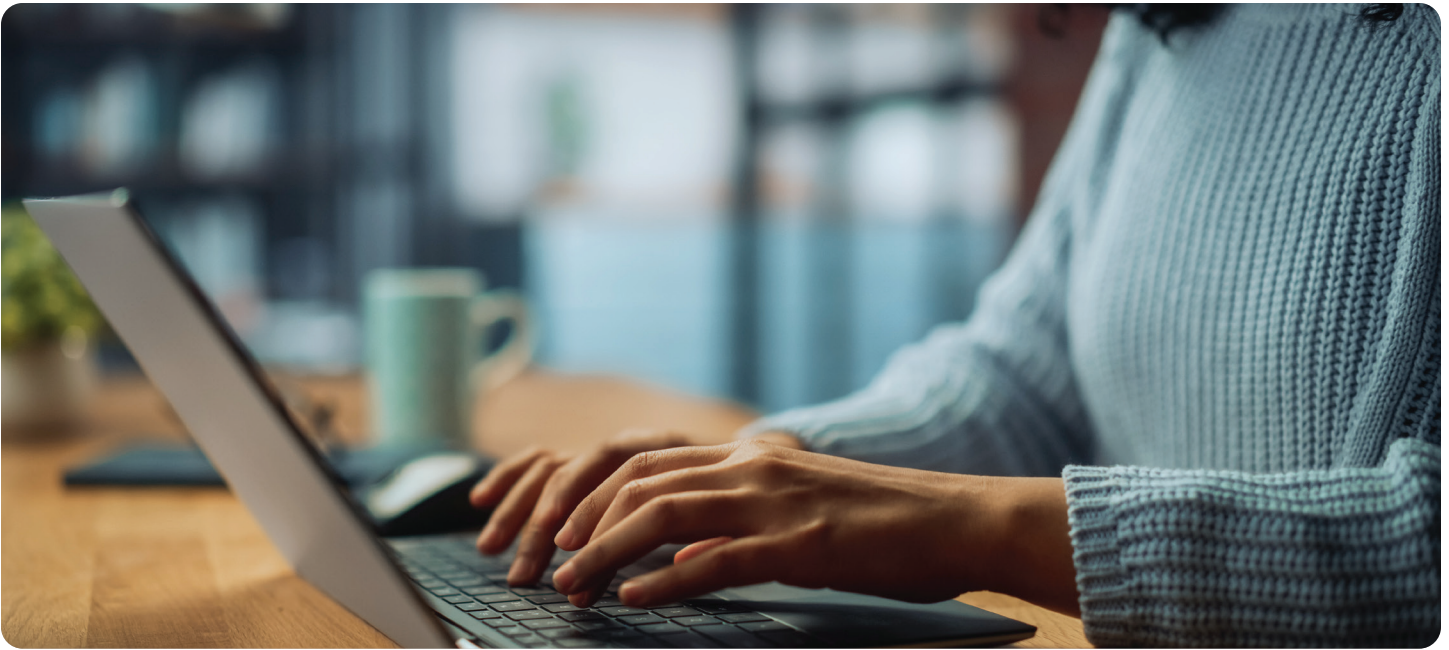
Agent teams scaled up or down dynamically based on workload and business requirements.



### Integrated AI Training Support

ListenTrust ensured voice data was clean, structured, and linguistically precise before being used in machine learning systems.





## Results

ListenTrust's linguistic intelligence model delivered measurable improvements in both operational efficiency and AI performance.

### Supports \$150M+ Revenue Platform

Improved transcription accuracy strengthened AI-driven marketing outcomes.

### 100 Agents Deployed in One Week

Rapid scalability met immediate business demands.

### Expanded Global Language Coverage

Support across Spanish, multiple English dialects, UK English, Middle Eastern-influenced accents, and French.

### Real-Time Workforce Flexibility

Dynamic staffing aligned with changing demand.

### Enhanced AI Accuracy

Higher-quality voice data improved machine learning performance.

## Impact

By combining linguistic expertise, rapid scalability, and custom operational infrastructure, ListenTrust became a critical extension of the client's AI training ecosystem—enabling more accurate voice recognition, improved marketing performance, and sustained growth across global markets.