

# Case Study

# Modernizing Indexing Workflows with a Hybrid AI + Human QA Model



## The Client

The client is a global education company offering publishing, assessments, and digital learning services to learners across age groups.

## The Challenge

The client adopted AI-generated indexing to speed up textbook production across disciplines. While this improved efficiency, they needed a structured, scalable QA process to ensure the indexes met editorial and academic standards across multiple titles each year.

## Critical Success Parameters

- ✓ Review 2,500+ AI-generated entries and fix common errors like pagination, glossary, cross-references, over-indexing, formatting.
- ✓ Set up an scalable editorial QA layer for 20–25 titles annually.
- ✓ Ensure accuracy, completeness, and alignment with past editions.
- ✓ Speed up the publishing process without compromising quality.
- ✓ Create a feedback loop to refine AI prompts and workflows through QA feedback.

## Our Approach

- ✓ Established an annuity model to deliver ongoing Index QA services.
- ✓ Trained a dedicated editorial team to review AI-generated index files using content review, cross-edition checks, and PDF verification.
- ✓ Reviewed 2,500+ index entries in 5 business days for the initial title.
- ✓ Restored 80+ glossary terms and corrected 100+ cross-references and formatting errors.
- ✓ Reduced subject over-indexing by 40% in the first QA cycle.
- ✓ Deployed a scalable QA process supporting 25+ titles annually.
- ✓ Achieved 1-week average turnaround per title using offshore teams.



## Key Result Highlights

**60%** reduction in internal editorial load per title.

Maintained legacy editorial standards with measurable cost and time savings.

Established a hybrid AI + human QA model for **25**-title annual volume.

Enabled modernization of indexing workflows while ensuring quality.

Created a scalable, long-term QA service with transparent cost structure.