



## Case Study

# Powering the Next-Generation of Smart Glasses

End-to-end AI data services accelerate innovation and drive 3x revenue growth for leading tech company

## The challenge

### Big vision, bigger challenges

A leading tech company set out to reimagine how people connect, and smart glasses were key to that vision. With years of investment in training its large language model (LLM), the company was poised to deliver a groundbreaking experience. The launch revealed just how much potential the product held, capturing attention and excitement, but it also highlighted key opportunities to strengthen performance and scale.

Support couldn't meet demand, and data analysis fell short of generating true insights. Plus, fragmented operations made it nearly impossible to scale. Multiple vendors worked in silos and focused only on their specific tasks. A lack of deep understanding of the product caused clunky handoffs and slowed progress.

To lead in this segment, the company chose TaskUs to bring fresh ideas, understand the product inside out and make improvements fast.

## The solution

### Delivering end-to-end AI data expertise

#### Building the data foundation

We built a dedicated team in the United States to conduct data annotation, QA and fine-tuning. Then, we ran a massive data collection project using our crowdsourcing platform, TaskVerse.

Mobilizing 3,000 freelancers worldwide we captured thousands of images, replicating what users would see through the smart glasses. The diverse, high-quality dataset helped build the first version of the product, which featured a camera, audio and basic voice assistant.

Noticing the device needed more than isolated features, our AI specialists proposed a single intelligent assistant that could handle tasks seamlessly. This innovation became the product's core functionality.

#### Advancing the model

Traditional LLMs only process text. To truly understand the world as users do, we needed to go further. Multimodal AI (MMAI) learns from text, images, audio and video, allowing it to interpret context more naturally and accurately.

Through visual description annotation, we taught the assistant to "see" through the camera and "hear" through the microphone. This enabled advanced features like visual guidance and creative content generation.



## Ensuring quality and trust

On top of delivering those features, teammates applied heavy-tailed, self-regularization (HTSR), a method for checking output accuracy and reliability. They rated utterance, responses and images for factuality, completeness and relevance so the assistant could provide clear and trustworthy answers.

Our multilingual team also elevated the AI's voice experience by refining audio datasets and fine-tuning outputs. They meticulously reviewed and evaluated the quality of LLM-generated speech, ensuring the AI's synthesized voice sound more natural and on-brand.

## Results

Users noticed a better experience with the product, praising features like translation, object recognition and easy descriptions of surroundings.

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| <b>+3x YOY Revenue</b><br>for first half of 2025  | <b>39% AHT Reduction</b><br>with MMAI                   | <b>12% AHT Reduction</b><br>with HTSR             |
| <b>21% AHT Reduction</b><br>with multilingual capabilities<br>(First vendor to achieve) | <b>98% Average Accuracy</b><br>vs 60% from past vendors | <b>32+ Client-approved Solutions</b><br>in a year |



## **About TaskUs**

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services, and healthcare. As of June 30, 2025, TaskUs had a worldwide headcount of approximately 60,400 people across 30 locations in 13 countries, including the United States, the Philippines and India.

For more information, please visit:

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