All Things in Moderation

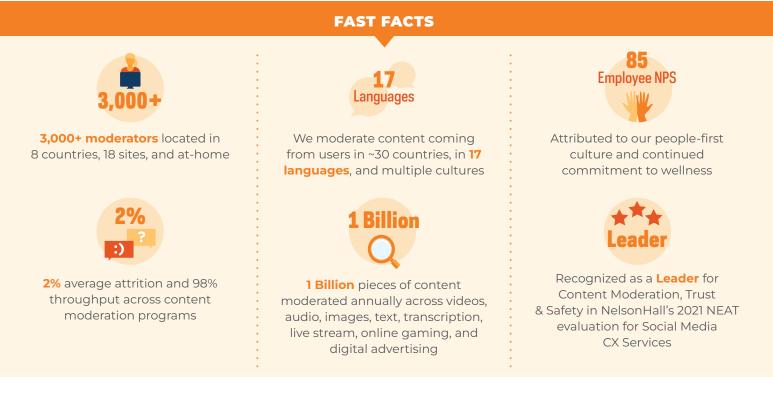## An Explosion of User-Generated Content Fuels the Need for Trust and Safety

A DIGITAL THREAT, A HUMAN SHIELD

We live in an age where everyone can have an online voice. And while that voice is often used to express joy, or excitement, or...*memes!*... sometimes, the messages, videos and images posted are malicious, manipulative, false or downright dangerous. Sadly, troublemakers are relentless and **abusive content is putting users and the brand experience at risk**. Malicious content that seeks to spread misinformation[1], or the dissemination of deepfake videos are on the rise.[2]

Companies have a lot at stake—reputationally and financially—if they fail to protect the public interest. Brands to-day are navigating new challenges of community control, intent, authority of decisions and regulatory policies—and maximizing the value of user engagement requires building the trust and confidence of consumers.

Enter **Alorica's Content Moderation Solution**, where we help you create an environment where your customers feel safe to interact & transact.

Our Content Moderators—part of our Digital Workbench™—help prevent online abuse by moderating content based on intent, local context, and community guidelines. They're always where you need them, and are located around the globe to keep pace of language, contextual & current events, and political awareness.

FAST FACTS

3,000+

3,000+ moderators located in 8 countries, 18 sites, and at-home

17 Languages

We moderate content coming from users in ~30 countries, in **17 languages**, and multiple cultures

85 Employee NPS

Attributed to our people-first culture and continued commitment to wellness

2%

2% average attrition and 98% throughput across content moderation programs

1 Billion

1 Billion pieces of content moderated annually across videos, audio, images, text, transcription, live stream, online gaming, and digital advertising

Leader

Recognized as a **Leader** for Content Moderation, Trust & Safety in NelsonHall's 2021 NEAT evaluation for Social Media CX Services

alorica

A FRESH TAKE

Some companies think that crowd-sourced or volunteer moderators can get the job done—we call that risky business. Successful moderators require a distinctive work environment and access to wellness resources—and benefit from an entirely different approach to recruiting, hiring, training, and employee engagement.

When moderators are brought on-board in volume by traditional contact centers, attrition and sub-par performance are typically the result. In contrast, we know the exclusive role moderators play and make talent development a priority. We arm our teams with structured guidance for ongoing policy changes, incorporating a global content moderation training approach, and placing a strong emphasis on employee well-being.

Speed-to-Scale
Demonstrated ability to attract and retain the best content moderation teams—in one instance, we ramped over 2,000 content moderators in a matter of months, across three countries and 12 languages with <1% attrition for one of the world's fastest growing social media platforms.

Customized Delivery Framework
Content Moderation is unique and does not fit into traditional contact center operational models —we offer a specialized approach for hiring, training, staffing, coaching and overall employee wellness—including custom CM workspaces, licensed mental health resources and resiliency services.

Trust & Safety Expertise
Leveraging embedded experience across highly-sensitive trust and safety programs, our teams protect client online reputation and user communities by moderating multi-dimensional content including videos, audio, images, text, live streaming, digital advertising, and more.

Performance
We've been recognized by industry leaders like Gartner and NelsonHall for our ability to execute.

1. https://www.lawfareblog.com/focusing-privacy-wont-solve-facebooks-problems
2. https://www.nytimes.com/2019/06/10/opinion/deepfake-pelosi-video.html