

# Content Moderation: Protect Your Brand, Protect Your Community



Many key moments for your customers are now happening online. More of your customers' brand perceptions and attitudes are based on digital interactions and user-generated content. However, working with user-generated content means

being potentially exposed to multiple risks, such as reputational, economic, or even major legal risks. As a business, you have a responsibility to ensure that your brand and community are protected in all your target markets.

# Integrate Content Moderation into Your Content Strategy

Since digital platforms now also function as a customer service channel and marketing platform, content moderation has become a necessary part of any customer experience program.

Content moderation is the practice of monitoring and applying pre-determined rules and guidelines to user-generated content, such as comments, images, and videos, in order to determine if they are acceptable or not.

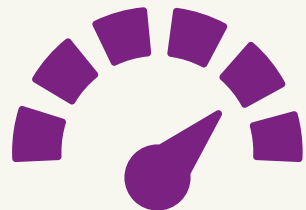
With the growth of digital platforms is the increase in its misuse by bad actors. Hence, there is a need for content moderators to constantly screen, monitor, and approve content according to guidelines in order to drive brand integrity and user experience. While it serves to protect company reputation and prevent PR disasters, content moderation is also able to boost customer loyalty and satisfaction by aligning a company's online presence with their values and branding.



Over

4 billion

internet users globally



The creation and exchange of information is happening at breakneck speed online.



300 hours

of video per minute  
uploaded to Youtube



Over

3.2 billion

social media users



400 million

photos per day  
uploaded to Facebook

# The Global Challenge

The complexity of keeping content platforms safe and trustworthy is increasing because:

- Digital products have become more easily accessible in emerging and developing regions of the world
- The volume and complexity of content in emerging markets speaking various languages are causing more stress on machine learning and automation, hindering efficient moderation
- Moderation is heavily dependent on humans training algorithms – these trainings need to incorporate the context behind the images, text, and videos, necessitating teams that are heavily embedded within certain regions/cultures
- The complexity is further amplified by regional/country-specific regulations on what can/can't be published





## We Make the Digital World a Safer Place



Manage multiple content queues with 24x7 coverage



Services in 25+ languages



Rapidly provide insights to clients

More than 2,500 moderators review millions of items each week, including text, videos, pictures, ads, among others.

At Teleperformance, our content moderation offering is designed around regional location strategies that manage and mitigate emerging threats.

Furthermore, our highly passionate and motivated moderators are equipped with targeted training, practical learning, cultural alignment, and technology enablers. We focus on employee wellness by providing them with the right environment and infrastructure.

## Blending empathy with Artificial Intelligence (AI), our moderators...

Evaluate context in pre, post, and reactive or automated moderation.

- Deduce sentiments from published customer reviews
- Contextualize content and annotate merchant websites
- Restrict objectionable and disturbing content
- Protect brand identity
- Manage online reputation
- Protect community from cyberbullying
- Ensure quality, compliance, and legal standards
- Identify child-related issues, including Child Online Protection Act (COPA)



We do these and more to help you give your audience what they desire, establish brand personality, values, and relationships, position you as an industry expert thought leader, and generate brand loyalty and goodwill.

# Leverage the Power of Our Expertise

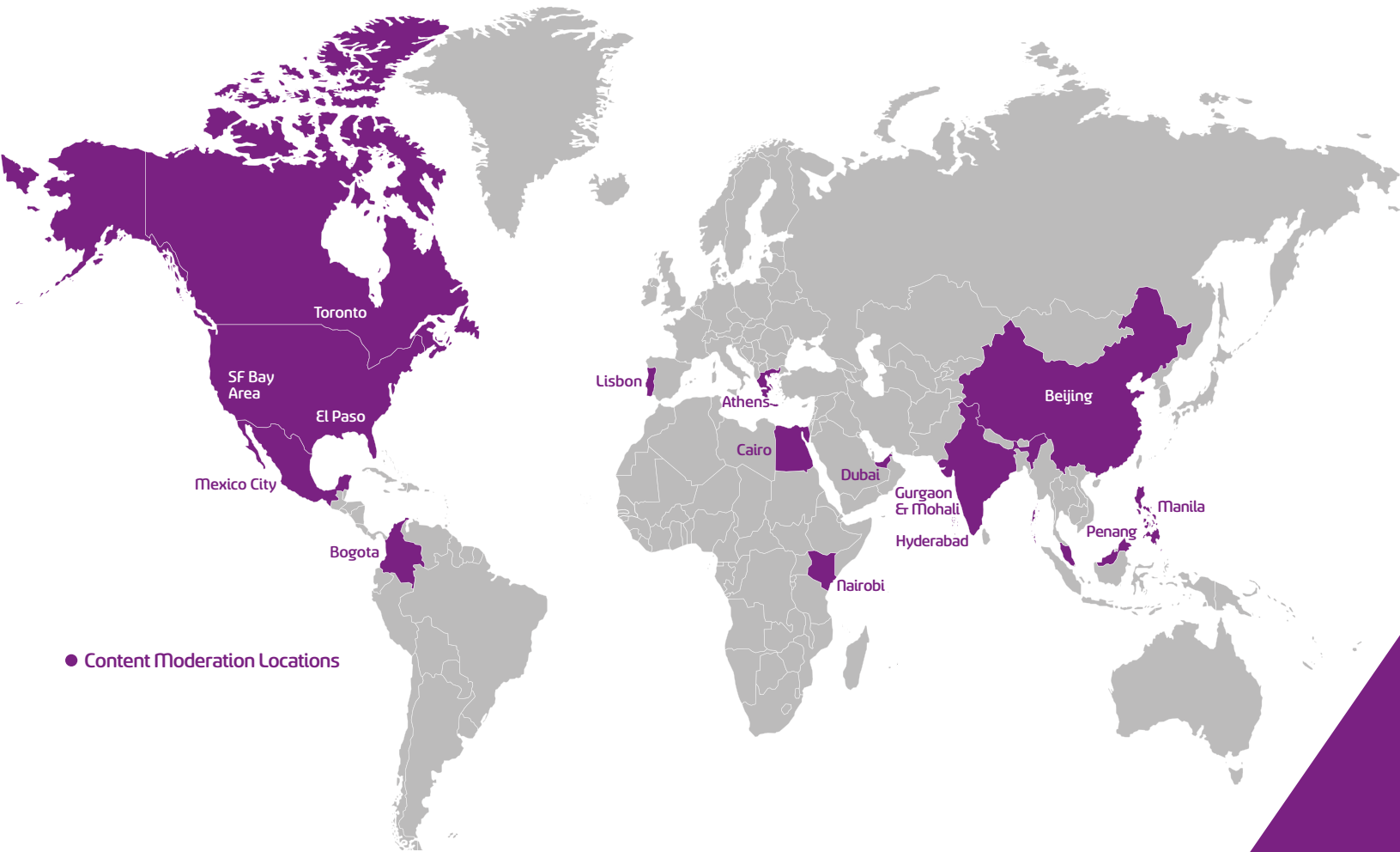
We believe in a synergistic relationship between human moderators and AI. Our high-tech, high-touch approach can help you stay ahead.

- Provide 100% in-market coverage for emerging threats and bad actors
- Improve efficiency by 20% through process optimization
- Achieve 30% improvement in precision and recall accuracy

We have been recognized by Asia Outsourcing Leadership Awards for Best Content Moderation Services and Best Digital and Chat Services Capability.



We have the ability to rapidly scale in-market locations through our global footprint.



# Who we are

With over 41 years of expertise in connecting brands with their customers, Teleperformance has become the most trusted provider of customer experience management.

With the largest highly skilled and multicultural team, we provide a singular environment to increase the loyalty and value of your brand.

Our expertise allows us to implement CX solutions to match our clients' specific strategies and needs in a quick, simple, and cost-efficient way.

We operate in  
**80**  
countries

We serve  
**170+**  
markets

We count on  
**300K+**  
employees

We provide services in  
**265**  
languages and dialects

# Awards



Teleperformance has received more Frost & Sullivan awards than any other CRM BPO company.



We hold the highest IDC MarketScape Grid ratings for our strategy and deliveries.



We are at the top of Everest Group's PEAK MATRIX.



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