

Forum Moderation for Large Hi-Tech Company

Overview

We are helping a hi-tech company protect their community forum from harmful user generated content by moderating text, images, and videos posts across the forum 24*7. The client is one of the big five American information technology companies.

Scope



Active monitoring, moderation, and curation of UGC posts/comments across the community forum of the product



Content Type: Text, images, videos

Challenges

- ⦿ Client required: 24*7 content moderation support
- ⦿ Competitive research and analysis
- ⦿ Strategy for moderators to deal with different situations
- ⦿ SOPs and guides
- ⦿ Lack of volume management tool
- ⦿ Difficulty in distribution of work among moderators
- ⦿ Avoiding redundancy in the output
- ⦿ Manual tracking of all the cases/comments



Solutions

- ⦿ 24*7 content moderation support on the community forum
- ⦿ Re-categorization of posts as per the nature of the discussion
- ⦿ Supported the client in creating the SOPs and guides for content moderation before the product launch.
- ⦿ Created a content moderation playbook, which includes strategy for moderators to deal with different situations
- ⦿ Incorporated a central worksheet called 'moderation solutions' to track the work done by the moderators
- ⦿ Provided our research and analysis on competitors to add value to the forum

Benefits



98% Quality achieved



Reduced risk



Improved user experience and loyalty



Streamlined overall process



Cases of redundancy of moderation work is down to zero



Better tracking of work done by moderators



Proper documentation of volume processed



Product insights to the client



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