



Content Moderation Capabilities

Establishing Trust through
Effective & Focused Content Moderation Services

Millennials find user generated content (UGC) to be 50% more trustworthy. They also consider UGC to be 20% more influential and 35% more memorable – (User generated content statistics from Crowdtap). Given this trend, UGC has become one of the most important tools in establishing brand recognition and trust.

All forms of published content, user posts and comments, needs to free of offensive and objectionable content. Having a team of content moderators on hand reduces the risk of visitors seeing content they may consider upsetting or offensive. For any post that is flagged as objectionable, our team of content moderators reviews it thoroughly against content policy guidelines before making it visible or removing it along with taking action on the user's account like issuing a warning or blocking the account.

Top Trends Impacting Content Moderation Services



Growing demand for content moderation

Moderation Services to Register CAGR of 10.5% over 2020-2029



Moderators need a multitude of skills

Rigorous upskilling needed for faster adaptability to changing content policies, and their impact on region & language specific context



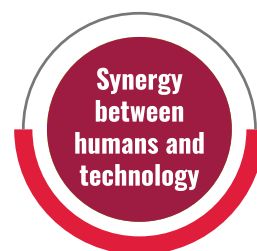
Strong emphasis on employee well-being

Resiliency programming has become imperative to support employee's well-being and mitigate any effects of exposure



Demand for hyperlocal location strategy

Need for a hyper-local delivery model will prompt companies to explore outsourcing service providers' and diversified location portfolios



Synergy between humans and technology

Key levers ranging from automation to decision support tools have emerged to scale along with increasing dependency on human moderators

Techm Enablers To Keep Pace With Evolving Needs For Content Moderation



Scalable & Swift Operations

- Well established content operations practice
- Ready to deploy SME seed team
- 24x7 multi lingual operations across different file formats and content types
- Sizeable resource pool for ability to scale on demand



Agile Process Training

- Comprehensive scenario based learning
- Agile onboarding within 2 weeks
- Continuous learning and process certification
- Update management & implementation of changing content policies



Employee Wellness

- 1-1 counselling help and group sessions
- Awareness sessions and sensitization workshops
- Best-in-class infrastructure facilities
- Volunteering with TechM foundation to give to give back to society



Hyperlocal Delivery Model

- Facility and talent readiness to support any region across the globe
- Respond in context- be it across language, region and culture
- Service optimization of centralized or hub-and-spoke models
- Cost effective services through streamlined, structured and standardized delivery



Digital Transformation Levers

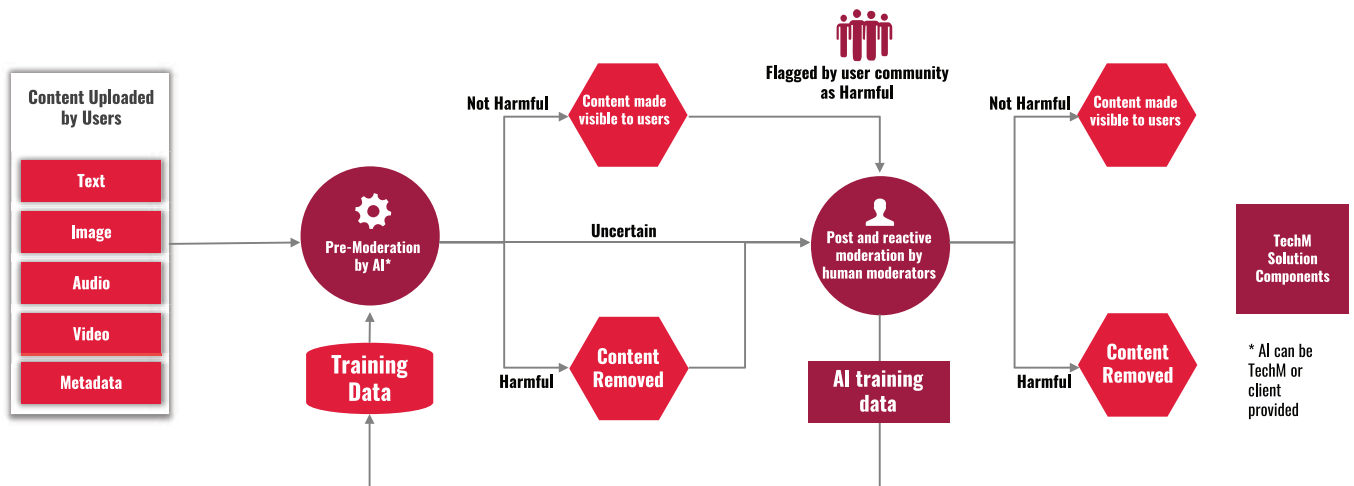
- Consulting - Established process consulting practice with 110+ certified consultants
- Analytics - Content Analysis, User needs & behavior insights
- Automation - Optimized processes and significant reduction in cost through automation-led transformation

Our Solution

Effective moderation of harmful online content is a challenging owing to a number of factors. While AI can filter some of the harmful content using NLP techniques, a vast majority of the content requires an understanding of the context to determine whether or not it is harmful. An AI system struggles to interpret this context, because it requires a broader understanding of societal, cultural, historical and political factors. Non English languages also add another layer of complexity on the process.

TechM's human centric moderation services solves for these challenges by deploying cross skilled pool of multilingual moderators at scale. Given our delivery presence across 12 countries and 40 languages, multilingual content moderation processes are easy to set up in the language and region of choice, with required resource and infra scalability.

Here's an overview of our solution where AI moderation is complemented by human moderators



Our Capabilities To Deliver A World Class Solution



End-to-end moderation involves reviewing all UGC content in its entirety for violations. We offer this service 24x7 in multiple languages



We offer the highest level of control, with scale to manage operations in real-time by performing activities which are

- Proactive
- Reactive
- Flagged



Based on client predefined criteria, ML analyzes content, discover patterns/trends, and learns from inputs provided by content moderation platform



Create, assign and manage content queues. Seamlessly allow content to move between moderation states, with the objective of streamlining the process



5000+ skilled content operators working around the clock. Highly-trained moderators to remove risk and maintain accountability



Continuous assessment and feedback. Active and post-moderation reviews of team's results, and daily performance testing

*Can be client or TechM provided

Explore our other services as well

Our Services



Content Operations

- Content metadata
- Content moderation
- Content localization
- Rights & permissions
- Creative services
- Process consulting



Customer Support

- Omni-channel services
- Process automation
- Conversational AI



Finance & Accounting

- Source to pay
- Order to cash
- Record to report



Supply Chain Mgmt.

- Source to contract
- Procure to pay
- Support services



Digital Marketing

- Website operations
- Campaign operations
- Social media mgmt



Analytics & Insights

- Analytics-as-a-service
- 'Virtual Assistant' for self service

Our Commitment

- **ROI of 25%+ cost savings** delivered by process re-imagination
- **350+ industry use-cases** on intelligent automation
- **Collaborative disruption** enabled through an ecosystem of rich partners (traditional and niche)
- **Humanized experience** in designing organization change management powered by (Design Agencies: BIO, Mad*Pow, BORN)
- **Platform led implementation** - 30% faster than the best in the market
- **Innovative commercial model** with skin-in-the-game



For more information, please write to us at bpsmarketing@techmahindra.com



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