

UGC Content Moderation for Large Q&A Platform

Overview

We enabled the client to build their brand reputation by monitoring and moderating content on their platform. The client is a leading online platform for Q&A and exchange of opinions, knowledge, and facts. Every content available on the platform is created by its users. The client has around 300 million monthly active users.

Scope



Content review and curation: moderation of user generated questions and answers, videos, images containing language errors or offensive content



Proofreading and translation: sentence correction, grammatical corrections



Fraud prevention: account authentication, ensuring online privacy



Delivery model: offshore delivery

Challenges

- ⦿ High number of posts containing language errors and incoherent question and answers, thus impacting the overall quality of service provided by the client
- ⦿ Posts and submissions of unsafe digital content related to abuse, harassment, hate speech, targeted violence, terrorism, suicide etc. on client platform
- ⦿ Lack of multilingual workforce to translate content into different languages
- ⦿ High cost of maintaining reliable and safe content on the platform



Solutions

- ⦿ Reviewing, curating and moderating content via multilingual diverse workforce and skilled editors in 24*7 support environment
- ⦿ Implemented stringent QC model by in-house QA team
- ⦿ Preventing fraud by authenticating user account and maintaining user privacy
- ⦿ Capacity planning/management(CPM) - flexible engagement model to address volumes during peaks and lows
- ⦿ Assisting in developing/ updating and implementing guidelines and policies to make it more region centric
- ⦿ Driving operational efficiency by reporting insights and analytics and governing ongoing communication robustly

Benefits



Building brand reputation by monitoring and moderating contents, trending topics to help clients connect with the right audience. Thus, increase user loyalty and trust.



Near real time proactive moderation improving SLAs on a continuous basis:

- 21 content queues per language
- Up to 50-150k items/ language
- AHT 3-11 sec/ item



97% Accuracy delivered across 7 languages



Streamlined operations and improved productivity, using metric called IPH (Items per hour)



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