A DIGITAL THREAT, A HUMAN SHIELD

We live in an age where everyone can have an online voice. And while that’s generally a great thing, sometimes, the messages, videos and images posted are malicious, manipulative, false or downright dangerous. Sadly, abusive content is putting users and the brand experience at risk. Malicious content that seeks to spread misinformation, and the dissemination of deepfake videos (content that appears to come from public figures but is in fact completely computer-generated), is on the rise.

Enter Content Moderation—the practice of screening and approving user-generated content (UGC), based on pre-determined guidelines. Effective moderation helps reinforce a client’s online Trust & Safety policy, and maintain compliance with rising regulatory requirements. However, content moderators are difficult to retain without proper training and resiliency programs—with many such providers noting that content moderators rarely make it more than two years on the job.

BY-THE-NUMBERS

• 92% of consumers trust organic UGC more than they trust traditional advertising.
• Billions of posts are made each day, in hundreds of languages, across global social media channels.
• In 2019, it’s estimated that only 14% of bullying and harassment claims were caught by a popular social media network’s AI platforms without the aid of humans.
• 89% of the Actioned Reports for Twitter last year were in the hate, violence and abuse categories.
• 85% of consumers find visual UGC more influential than brand photos or videos.
• Facebook removed 6.6 billion fake accounts in 2019.
• Even with help from artificial intelligence, human moderators are asked to review millions of posts every week. On Facebook alone, moderators review 10M+ posts/week.
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, Alorica recognizes the exclusive role moderators play, and makes talent development a priority. We arm our teams with structured guidance that incorporates the latest in training procedures, and place a strong emphasis on employee well-being.

Our Content Moderation Blueprint for Success

- Ability to support rapid ramps and future growth
- Dedicated, walled-off space that can operate 24/7, with at least 2.0 seat utilization
- State-of-the-art floor, wellness areas, therapy room and resiliency classes
- Security protocols to safeguard valuable customer data and protect communities
- Microlearnings for “Just-in-Time” Training on Policy Changes
- Moderators in/near-market for language, contextual and current event/political awareness
- Alorica Connect encourages engagement and monitors CM mood and wellness
- PERM Model: Predicts CM likelihood to leave in 30 days, allowing us to proactively engage with intervention and support

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All Things in Moderation

THE ALORICA ADVANTAGE

Flexibility and Scalability
Alorica is one of the world’s largest customer experience providers—with 100,000+ employees in hundreds of locations worldwide, all ready to go to work for you.

We support our clients with extensive, efficient, flexible resources and a can-do spirit—day in and day out. Alorica teams are flexible and scalable—in one instance, we ramped 2,000 content moderators in a matter of months, across three countries and 15 languages!

Experience in Highly-sensitive Trust and Safety Programs
AI continues to grow in sophistication, and as machines evaluate an ever-growing amount of multi-dimensional content, our talented team is freed up to focus on the deeper levels of a user’s intent. Meanwhile, we have demonstrated experience moderating videos, audio, images, text, live streaming, digital advertising—and more!

An Award-Winning, People-First Culture
We ensure that content moderators are supported with mental health resources and resiliency services whenever they are needed—including access to licensed therapists and counselors. Along with our Culture Champions and Committees, our teams feel cared for, supported and ready to tackle the challenges of Content Moderation—and protect your brand and online community.

3. https://www.theverge.com/2019/6/19/18681845/facebook-moderator-interviews-video-trauma-ptsd-cognizant-tampa