

Safeguarding Communities with Next-Level Content Moderation

Content Moderation and Management Expertise That Goes Above and Beyond



WHAT WE FACED

A leading Online Reputation Management (ORM) company with partnerships across hundreds of online communities was growing and growing...and they needed scalable support. The client needed a trusted, experienced partner who could help them streamline workflows, moderate content, and manage their online reviews across platforms, all while safeguarding their communities anytime, anywhere.

WHAT WE DID

We implemented a content moderation and content management solution with expert precision, tackling the influx of consumer reviews, surveys and social media posts the client received across hundreds of thousands of online touchpoints from global brands spanning all industries.

Our dedicated care teams ramped lightning fast, helping manage content types like business listings, customer reviews, survey responses, managed social media publishing, and data quality services. Our **Alorica IQ** team in India also created a robotic process automation (RPA) solution to reduce the Average Handle Time (AHT) incurred from customers calling in with questions about their accounts. All told, we handled **over 1,000,000 transactions per year!**

WHAT WE ACHIEVED

Just four months after launch, our inimitable ability to rapidly scale for back-office work and our expert content moderation and management best practices resulted in us doubling our headcount and supporting five lines of business.

Today, we handle **all** of the client's content management and moderation needs, playing a significant role in ensuring their customers are protected from bad actors, scams, and content abuse.

How's that for reputation management?

REAL-WORLD RESULTS



Increased productivity by **87%** while reducing AHT by 6 minutes



No SLAs missed since launch



Demonstrated ability to quickly scale content moderation solutions and best practices for content management services