

Content Moderation Solutions

Safeguarding companies and their customers against bad actors, and more



Stopping Bad Actors with a Human Shield

We live in an age where everyone can have an online voice. And while that voice is often used to express joy, excitement, or something funny, the messages, videos, and images can also be malicious, manipulative, false, or downright dangerous. Sadly, troublemakers are relentless and **abusive content is putting users and the brand experience at risk**. Malicious content that seeks to spread disinformation is on the rise. User safety expectations are evolving: 93% of consumers say that user-generated content can help them in making purchase decisions, but over 82% of consumers have read a fake review in the past year alone.¹

Companies have a lot at stake—reputationally and financially— if they fail to protect the public interest. Brands today are navigating new challenges of community control, intent, authority of decisions and regulatory policies—and maximizing the value of user engagement requires building the trust and confidence of consumers.

Creating Safer Spaces for Customers to Interact and Transact

We perform Platform Safety and Review & Compliance services that prevent online abuse. We're always where you need us, located around the globe, moderating based on intent, local context, current events, and community guidelines.

With thousands of content moderators working tirelessly in 20+ languages across nine countries, we prevent abuse everywhere—from online forums to user communities to social channels and online reviews and more. And, we adapt to the ever-changing policy and regulation landscape quickly thanks to our proprietary technology and training models.

Next-Level Content Moderation Solutions



No SLAs missed for **1 million ORM transactions/year** for a reputation management company



\$1M+ in cost savings/month from launch and management of online community for a technology company



Ramped **1,500+** content moderators across 3 countries and 15 languages in 6 months, with under 2% attrition, for a social media company



2% average attrition and 98% throughput across content moderation programs for a social media brand



86 employee NPS for CM programs attributed to our people-first culture and continued focus on wellness



Recognized as a **Leader** for Content Moderation, Trust & Safety in NelsonHall's 2021 NEAT evaluation for Social Media CX Services

A Fresh Take

With thousands of content moderators around the world, we prevent abuse anywhere—from **everywhere**.

When moderators are brought on-board in volume by traditional contact centers, attrition and sub-par performance are typically the result. In contrast, we know the exclusive role moderators play and make talent development a priority. We fortify our teams with structured guidance for ongoing policy changes, incorporating a global content moderation training approach, and placing a strong emphasis on employee wellbeing.

The Alorica Advantage



Speed-to-Scale

Attracting and retaining the best content moderation teams quickly and successfully, including ramping over 2,000 content moderators in a matter of months, across three countries and 12 languages with <1% attrition for one of the world's fastest growing social media platforms.



Customized Delivery Framework

Content Moderation as a work type is unique, and we've adopted a specialized approach for hiring, training, staffing, coaching, and overall employee wellness—including custom workspaces, licensed mental health resources, and resiliency services.



Trust & Safety Expertise

We leverage embedded experience across highly sensitive trust and safety programs; our teams protect client online reputation and user communities by moderating multi-dimensional content including videos, audio, images, text, live streaming, digital advertising, search, gaming, CSAM and more.



Performance

We've been recognized by industry leaders like Gartner, NelsonHall, and Everest for our ability to execute.



Best Practices

We support our employees through **Alorica Shield**, a unified digital experience platform, bringing knowledge, communications, global training and proprietary WFM together, ensuring accelerated collaboration and information flow.

Caring for Our People

We not only attract the world's best talent—we strive to keep them focused and resilient by investing heavily in their mental health and overall wellbeing.

Anytime access to licensed mental health counselors, including 1:1s and group counseling

Ongoing wellness coaching and training, featuring meditation, learning sessions, and daily wellness breaks

Proprietary employee feedback tools to measure engagement and mood



Ready to move ahead?

No matter what you need, Alorica's got the experience and scalability to keep your company and customers safe online.

Let's talk!

¹Besedo