



# CONTENT MODERATION IN THE DIGITAL AGE

Content moderation is a mounting challenge for organizations of all sizes, across just about every industry imaginable. With the shift to digital, advent of personalization, proliferation of communication channels and media formats, and 24/7 nature of User Generated Content, the challenge of effective and scalable moderation is unavoidable and ever evolving.

The sheer volume of content that requires management is estimated to have grown by 10x over the last few years alone. From filtering malicious social media posts and product reviews to organizing and storing the increasing magnitude of content, organizations must adjust their approach accordingly.

## **A HUMAN-CENTRIC APPROACH TO DELIVERING SUSTAINABLE, SCALABLE SOLUTIONS**

Sutherland helps organizations provide positive user interactions by effectively moderating contentious, harmful, and inappropriate content. In turn, this creates safe and trustworthy online communities. Our long-standing expertise in content creation, in-depth research, fact-checking, customer experience management, and human-centric design underpin our Content Moderation offering. It's this expertise that enables us to strike the right balance between human and machine. While AI and automation have an important role to play, our Content Guardians are at the center of the positive experiences we deliver for our clients.

~ 15 billion inappropriate content pieces are posted on social media every day.\* A single post can tarnish brand reputation, platforms, and user satisfaction.

\*Source: Comparitech



## SUTHERLAND CONTENT MODERATION SERVICES



### SOCIAL MEDIA

#### Photos, Videos, Text, Reviews, Blogs

Detection and moderation for SM posts around violence, hate speech, sexual exploitation, harassment, etc.



### SOCIAL MEDIA

#### Professional Network/ Gaming

Detection and moderation for cyberbullying, abuse & harassment, hate speech, extremism. Other moderation includes chat, rumors, fact checking.



### TRUST & SAFETY

Account Integrity: hacking, account takeover, payment protection, chargeback protection, business validation.



### E-COMMERCE

Product catalog content, moderate/validate product descriptions, storefront images & videos, reviews, chats, Q&A.



### BUSINESS LISTINGS

#### Business Identity, Photos, Products & Services

Ensure user-submitted multimedia content adheres to platform-specific guidelines; flag & remove inappropriate content.



### CONTENT DEVELOPMENT / CONTENT INTEGRITY

Content development, marketing content creation, verticalized content development, fraudulent content protection, knowledge base.

## THE SUTHERLAND DIFFERENCE

We place people—our Content Guardians—at the heart of the solution, which is why we leverage proprietary research indices to monitor employee happiness and the social impact of moderation. The Sutherland content moderation solution is built on deep understanding of human centric approach.

1. Centered around two unique, proprietary aspects, the 'Happiness Index' and 'Society Impact Index', which provides Guardians with a supportive work culture and ensures program sustainability
2. New age moderation solution is an inclusive, diverse community comprised of behavioral scientists, employee engagement specialists, psychologists, data scientists, researchers & SMEs
3. Differentiated elements across each aspect of the moderation program include recruitment, remote engagement capabilities, training, workflow management, program measurement, wellness programs, and workspace design

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call **1.585.498.2042**.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals around the world.