




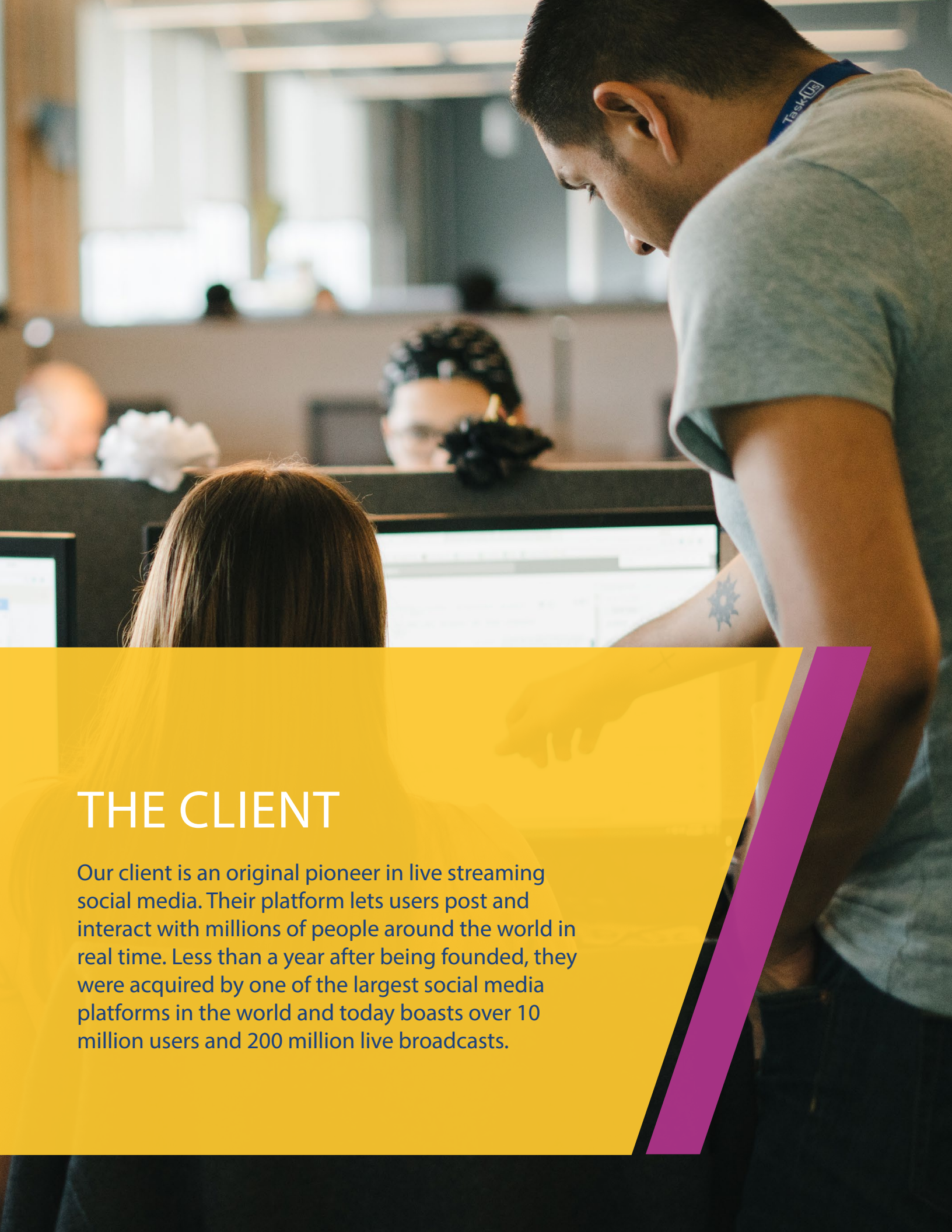
SOCIAL MEDIA



# Clearing a Social Media Giant's Backlogged User Emails and Mounting Unmoderated Content



CX | Content Security | AI Operations | Consulting



# THE CLIENT

Our client is an original pioneer in live streaming social media. Their platform lets users post and interact with millions of people around the world in real time. Less than a year after being founded, they were acquired by one of the largest social media platforms in the world and today boasts over 10 million users and 200 million live broadcasts.



# The Challenge

Our client came to TaskUs at a critical juncture - they were experiencing rapid growth and were in the midst of being acquired. In March of 2015, post-acquisition, a million new users subscribed in just 10 days. High customer satisfaction and security was paramount. They needed to scale both email support and content moderation, a practice of reviewing content to determine its compliance with company standards, while adhering to high quality benchmarks.

User email inquiries ranged in complexity from simple password changes to high-touch matters like reports of user harassment. The state of their platform was at risk with the user experience being impacted by the wide range of issues and the necessity for quality responses. Furthermore, they did not have clear operational processes to respond quickly and consistently to these dynamic queries.

From a content moderation perspective, our client's goal is to remove any posts that violate their terms of service - like child safety, harassment, pornography and violence - and ideally, before a user complaint is submitted. This type of content generates a poor user experience for the majority of its users and can irreversibly damage not only their brand, but now their new parent company. The challenge for our client was threefold:

**01**

The difficulty in moderating live content is just that - it's live - and speed is paramount.

**02**

Unique to video content moderation, violations are not just a stagnant visual image; they also include verbal, written, or gestural cues in the actual video or the comments section.

**03**

They had a firehose of hundreds of thousands of live video content streaming through their app in one mass queue with no process to prioritize it.

Our client needed to remain agile and establish formal processes, rapidly implement operations, focus on attention to quality, ensure excellent differentiated customer experience to their new base, and improve commercial liabilities. Their expectations were the same for their partner.

# The Answer is Us

Although our client's challenges - a backlogged email queue and poor content moderation practices - were both exacerbated by the influx of demand, the solutions required unique approaches. TaskUs addressed these challenges simultaneously.

## SOLUTION

### 1



#### Backlogged User Emails

To address the email queue backlog, TaskUs immediately focused on process improvements which included:

##### 1. Email Prioritization

We developed process diagrams and, utilizing keywords contained within the email, sorted the email queue by tiers to distinguish level of importance and timeliness.

Tier 1 emails, which made up 87% of all emails, were basic inquiries like challenges logging in to one's account. Tier 2 inquiries were those that require immediate attention due to safety or legal concerns. It also included a VIP queue for paid subscribers. Tier 2 emails were quickly diverted to internal agents with specialized training or directly to our client's internal team.

##### 2. Enhanced Knowledge Base

Very few macros, prepopulated responses, existed within their knowledge base. This slowed response and handle times and caused a growing email queue because teammates were manually typing unique responses. TaskUs wrote draft macros and improved workflows in collaboration with our client. We submitted to the client for approval before implementing.

##### 3. Tenured Employees

We created customized training materials for continuous learning, which included life coaches for the teammates. Since attrition on the campaign is very low, that allows us to take advantage of skilled, tenured employees.

Teammates used to be able to manage roughly 30 emails a day; after our process improvements were implemented and we expanded the team, we are now able to handle 100-150 emails a day of varying complexity.

## SOLUTION

## 2



## Mounting Unmoderated Content

In parallel, we addressed the wave of unmoderated content through four systematic solutions.

### 1. Tool Enhancements

Utilizing our client's proprietary built tool, TaskUs reviews and removes content that violates their user agreement. To improve the functionality of this tool, TaskUs partners with our client and regularly presents tool enhancement recommendations. For instance, teammates used to have to remove content through a multi-step process that required multiple view windows. We suggested a one-click button be built directly onto the page the teammate was already on. This suggestion was implemented and resulted in increased productivity.

### 2. User Support

With a large, active user base, users were given the ability to flag questionable content on their own. We prioritized flagged content and reviewed it first. To improve this feature, TaskUs suggested allowing users to not only flag content but also report why they believe the content was offensive. This suggestion was implemented and allows our teammates to further prioritize and address more expeditiously.

### 3. Continuous Training

In an evolving social media climate, the authority on what is considered offensive is always being updated and includes a number of "gray areas" in terms of level of appropriateness. On a bi-weekly basis, we audit the knowledge base and provide suggestions to them. We then deploy revised training and supplemental tests to teammates to ensure updated compliance. This has resulted in a 99.9% accuracy score.

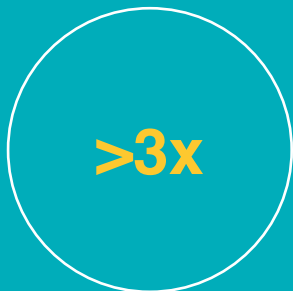
### 4. Long Term Employee Wellness

Aside from just providing a great user experience, we know an exceptional employee experience is also critical. Some content can be difficult to consume and it requires a high degree of complex decision making and maturity. By modeling our employee-first culture, we measure employee satisfaction (ESAT) regularly to ensure leadership is supportive and their work environment is positive. Lastly, we offer psychologists and life coaches for support to all teammates to ensure their continual mental well-being. While it's difficult work, it is also rewarding. Recently, a criminal was arrested as a direct response to a TaskUs teammate not only removing the vile content but reporting it to our client and local authorities to investigate. ESAT on this campaign is consistently 85%+ and teammates have a strong, altruistic satisfaction that the work they do is critical and has benefits that serve the greater good and the larger population.



## The Results

### Email Support



Greater email efficiency

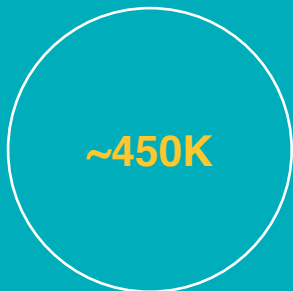


Cost reduction from outsourcing



Quality achieved compared to a target of 95%

### Content Moderation



Broadcasts reviewed monthly compared to original target of 150K



Moderation window compared to 48 original target



Quality on reviewed content vs. goal of 98%