

Sensitive Content Moderation Workflow Setup for a Global Online Video Sharing Platform Company

SITUATION & CHALLENGE

Client expressed an urgent need to set up a new site and transform the existing content moderation policy to mitigate risks emanating from COVID related misinformation

- It was a challenge to setup new site in Lisbon & Krakow (Poland) with increased capacity to 160+ in less than 3 months with limited bandwidth from support functions (HR, legal, sourcing)
- No vendors deployed for majority of HR related aspects (payroll, medical checks, covid testing, transportation, wellness) combined with lengthy internal procedures for infosec and MSA/SOW signature
- Stringent hiring timelines during covid environment and lengthy background check procedures
- Complex client onboarding process with virtual onboarding of 300+ ftes, for two sites to be completed
- Covid impact on training, certification, travel, service delivery due to onsite presence

HOW GENPACT HELPED

Setup Content moderation workflow with required quality levels to moderate Covid related the misinformation within rigorous timelines

- **Smart hiring and Retention-** Partnered with Data Scientists and Analytics to reduce knowledge gaps from the hiring perspective and expedite the overall hiring process
- Enabled swift **WFH transition** from an in- office mode, given stringent timelines
- **Used AI to Predict Attrition Threats-** Leveraged AI chatbot, Amber to predict employee attrition and enhance engagement
- **Ensured Strong Governance** by regular interactions at all levels to drive accountability and achieve stated objectives
- **Achieved Scale, Speed and Operational Excellence** leveraging Deep domain expertise within the content moderation (CoMo) space

Industrial Sector > High Tech

Company Description > A global online video-sharing platform company

IMPACT

- Successfully met hiring timelines of 6 weeks throughout the COVID environment
- Used Deep domain expertise within the CoMo space to remove objectionable content
- Deployed Lean Six Sigma and Improved Productivity

OUTLOOK

- Additional languages added (includes French & German)
- Awarded additional 100+ FTEs in egregious policy and review workflow
- Awarded 25+ FTEs for AI Neural Networks/Deep Learning workflow
- Recently named as a preferred supplier for client