

HEXAWARE

Enhancing User-generated Content Safety: A Video Moderation Services Success Story

How Hexaware's AI-driven solution
transformed video moderation for a
hi-tech leader

Case study



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

The client, a leader in the hi-tech sector, forayed into the short video app space. The app platform offered hosting services for multi-lingual content aimed at helping millennial and GenZ users express themselves within their community.

Over 100 million
monthly active users



Challenge

Client

Challenge

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Summary

The pandemic significantly altered how people consume media. As a result, the creator economy emerged, where individuals become influencers by expressing themselves through short videos that resonate with like-minded audiences. Creators now have the power to influence their followers' behaviors, opening a fresh channel for marketers to connect with potential consumers.

The problem faced by the client

- Over the period of a few quarters, the platform experienced a remarkable surge in activity. Its popularity soared, resulting in a significant increase in new content uploads to over 800,000 short videos per day, which the client found difficult to manage.
- The rapid increase in content volumes was accompanied by an increase in unsafe content, which on some days reached up to 30% of the overall volume of content uploaded.

What the client needed

- The client was looking for a partner to help them organize the content on the platform by genre and tag it based on the features.
- Changes in regulations driven by global governments meant the platform was responsible for proactively moderating and reporting illegal content and actors within the ecosystem. The client was looking for a partner who would moderate the content on the platform, ensuring that it is safe for consumption.

The client faced challenges managing the rapid surge in content volumes, including a significant increase in unsafe content. They needed a partner to organize and tag content by genre and ensure proactive moderation for a safe consumption environment.

Solution

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Delivering the best blend of human + technology operations

Hexaware developed a Trust and Safety Operations Center (TSOC) using an AI-driven approach towards complete automation. By leveraging computer vision technology and a team of human moderators, all content created or uploaded by end users was carefully labelled, tagged and moderated.

Key highlights of Hexaware's solution:

- We implemented a universal content workflow, where the same employee handled labeling, tagging, and moderation of content.
- We prioritized employee experience as a core value, ensuring that employees remained happy and dedicated and hence, more effective at identifying and blocking unsafe content on the platform.
- We utilized a customized suite of recruitment assessments to identify the suitable candidates early in the hiring cycle.
- We encouraged the use of interactive playbooks and training models that adapt to changes in cultural and customer preferences for content approval and blocking.
- We achieved seamless transition and rapid ramp-up in India's cosmopolitan city of Coimbatore, enabling us to build and scale the team faster than expected.

Our automation methodology, combined with the client's AI engine, allowed us to maximize straight-through processing. We also designed an API-enabled framework, allowing seamless integration of the right content and multiple services with platform, making it future-ready.

Hexaware's expert content management team leveraged AI and ML to provide personalized content experiences, enhance content discovery, and ensure a safe and secure environment for the audience to access videos.



Benefits

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Hexaware's Trust and Safety Operations Center (TSOC) played a pivotal role in significantly scaling up the volume of moderated content for the client.

The major benefits achieved through this endeavor include:

- 12% upfront improvement in productivity
- 99% accuracy with enhanced controls for critical quality parameters
- 24 hour TAT on audit of requests from law enforcement authorities
- 20% improvement in TAT for the priority desk due to improved auto-moderation

Other benefits:

- Improved employee experience, measured through employee satisfaction surveys
- Improvement in training data via the introduction of labeling workflows
- Improved straight-through percentage with the introduction of enhanced Hexaware AI capabilities

Hexaware's Trust and Safety Operations Center (TSOC) not only dramatically increased the volume of moderated content but also delivered substantial benefits, including a **12% boost in productivity, 99% accuracy** with advanced quality controls, and a **24-hour turnaround time** for audit requests from law enforcement.

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Our client, a leader in the hi-tech sector, ventured into the short video app space, offering hosting services for multi-lingual content. With the rise of the creator economy due to the pandemic, the platform experienced a significant surge in activity, leading to over 800,000 short video uploads daily. This brought forth challenges, including managing unsafe content, which sometimes accounted for up to 30% of the overall volume. The client required assistance in organizing and tagging content based on genres and features while adhering to global regulations that demanded proactive video moderation services and reporting of illegal content and actors.

Hexaware designed and deployed a Trust and Safety Operations Center (TSOC) to address these challenges using an AI-driven automation approach. The TSOC combined computer vision technology and human moderators for user-generated content moderation, labeling, and tagging. Ultimately, Hexaware's TSOC resulted in significant benefits for the client, including improved productivity, enhanced accuracy, better employee experience, and a higher straight-through percentage, positively impacting the platform's performance and safety.



Hexaware's **AI-driven Trust and Safety Operations Center (TSOC)** enabled a hi-tech sector client to effectively **manage a surge in content, ensuring safety, enhancing productivity, and delivering a personalized content experience** for users in the creator economy.



About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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