



Turning Social Media Storms into Trust & Safety Superpowers

The Inside Story of Content Moderation





A SNAPSHOT

A global social media giant stood at the edge of chaos. User engagement exploded and digital risks surged. For a company scaling so rapidly and effectively, the risk of failure seemed insurmountable.

But they didn't falter. Instead, they stood fast and forged a new era of digital safety, becoming stronger, smarter, and more resilient.

And by their side? Conectys. From day one - turning every click into trust, protecting the vulnerable without limits.

A real partnership.

This is their true story. And your inspiration.

THE STORY IN NUMBERS

1000+

moderators
deployed in Year 1

3

new delivery sites
in one quarter

90+

lines
of business



420M+

cases moderated
per year

113.29%

of productivity
achieved

As you read on, you'll uncover the inside scoop on a story that's quite literally changed lives.
(It won't take long - your time and brainpower are safe.)

Ready to see our case in action?

WHO'S IT ALL ABOUT?

Our client is an icon of the digital realm, connecting over a billion social media voices globally. Their mission is simple, but mighty: connect, entertain, bring joy, energize communities - safely, respectfully, compliantly.

THE CROSSROADS

This is what happened:

Unprecedented scale unlocked power, but unleashed risk. The pressure mounted, with flood of posts cascading, threat complexity skyrocketing, and regulations tightening by the day.

Every unchecked post was more than wayward content. It was a potential breach, a broken guideline, a lost user.

Red flags appeared everywhere, evolving into high-stakes challenges that kept the client alert to every danger.



- **Content Tsunami:** Handling a nonstop flood of user posts without losing control



- **Lost in Translation:** Tackling sensitive content spanning dozens of languages.



- **Format Frenzy:** Scanning every text, image, video, and emerging formats with precision.



- **Nuance Detection:** Understanding humour, satire, slang, and subtle cultural cues to avoid misclassification.



- **Stress Olympics:** Safeguarding moderator wellbeing under high-pressure conditions.



- **Omnichannel Chaos:** Keeping everyone truly safe across all interaction channels.



- **24/7 Coverage:** Ensuring around-the-clock vigilance, although the system wasn't built for hyper-scale.

This turning point meant stopgaps wouldn't suffice. The client needed resilient, global moderation - fast, precise, human-led, tech-powered. Nothing less, nothing more.

AND THEN CONECTYS STEPPED IN.

STRATEGY IN ACTION:

From Pilot to Global Scale

Conectys delivered everything the client needed: people, tech, and strategy.



- **Onboarded 1000+** agents in Year 1.
- **Supported 18+** languages fully.
- **3 new delivery sites** added in one quarter. Ultimate operational hubs: the Philippines, Poland, Portugal, and Turkey.
- Covered **90+ lines of business** worldwide.
- **Omnichannel security** across live video, audio, text, 2D, and 3D formats.
- **Motivation** through monetisation support and gamification.
- **Wellness & resilience programs** to keep agents sharp and healthy.
- **Operational excellence** with QA teams, WFM, BlueTweak oversight, predictive analytics (PowerBi), Innovation Hubs, COPC framework and Brand Lab Room.

THE COMMUNITY GUIDELINES SAFEGUARDED



High Risk
& Regulated
Activities



Violent Behaviors
& Dangerous Actors



Deceptive
Behaviors



Exploitation
& Abuse



Harassment
& Hateful Behavior



Shocking
& Graphic Content



Harmful
Misinformation



Mental
Health



Civic
Integrity



Nudity & Sexual
Activity

GLOBAL MODERATION EXCELLENCE

Employee Satisfaction: APAC & EMEA

APAC: Satisfaction 80–90%, beating benchmark

EMEA: Even amid changes, 55–75% standard met

Benchmarking: 80%+ scores = top-tier moderation



IMPACT SOURCING

34% of our client moderation team are impact workers.



Migrants



Persons living in poverty



LGBTQ+



Older adults



Unemployed for 6+ months

APPS SUPPORTED WITHIN THE PROJECT

- Short-form video
- Video editing
- Social video sharing
- Music streaming
- Lip-sync & music video
- Live streaming
- E-commerce
- Mobile games publishing
- Content feed aggregation
- News aggregation
- Photo editing

MEASURABLE BENEFITS

With Conectys, moderation became sustainable, powered by resilient teams, advanced QA, and wellness-first training.

SCALE

- **420M+** moderation cases handled yearly
- **Trust** at a massive scale → trusted communities

QUALITY

- **Accuracy:** 94.69% (Target: 91.79%)
- **False Negatives:** 2.57% (Target: 2.41%)
- **False Positives:** 2.71% (Target: 2.64%)
- **Beyond target** → safer communities, fewer harms slipping through

PRODUCTIVITY

- **113.29%** (Target: 100%)
- **Faster detection** → fewer threats reaching users



SLA

- **On-time Output Completion:** 93.29% (Target: 80%)
- **Latency:** 97.02% (Target: 80%)
- 95%+ SLA
- **Real-time protection** → regulatory compliance guaranteed

The results speak for themselves: moderation is precise, reliable, and ready for hyper-scale.

And that's not all. The impact on the client's business is what really counts. The millions of harmful posts removed, improved user experience, rising popularity and trust, and a foundation to grow even further sustainably.



At Conectys, we do everything to the highest standard. Nothing less is acceptable. The social media moderation project is exciting, challenging, but the results are truly rewarding. Every piece of content we review is a chance to turn risk into trust, and precision at scale is what makes this work.

Personally, it matters deeply, as I think of the youngest users, like my own children, who face potential online threats daily. The ability to manage global online risk initiatives and safeguard so many is incredibly fulfilling. It is not just a job. It is a mission.

Madalina Balan, Global Operations Head

WHAT'S NEXT?

Content governance is evolving, and so are the people and models behind it. The next frontiers include:



- **Specialised Agents:** Beyond general moderation, teams' expansion to fraud analysts, linguists, adversarial testers, and safety specialists with advanced training.



- **Higher Cognitive Load:** Agents interpreting complex policies, assessing context, and adapting quickly to emerging threats, supported by continuous learning and resilience programs.



- **Regional & Cultural Expertise:** Distributed hubs equipped with local knowledge to monitor global issues like elections, misinformation, and cultural sensitivities.



- **Predictive Moderation:** Spotting threats before they appear.



- **AI Copilots:** Enhancing speed, accuracy, and resilience for agents.



- **Next-Gen Formats:** 3D, AR, and VR require smarter oversight.



- **ESG-Driven Responsibility:** Digital trust and integrity becoming boardroom priorities.

The results?

The agent role is evolving from just a “moderator” to **multi-skilled risk professional**, supported by **new operating models that blend scale, specialisation, and resilience**.

WHY CONECTYS?

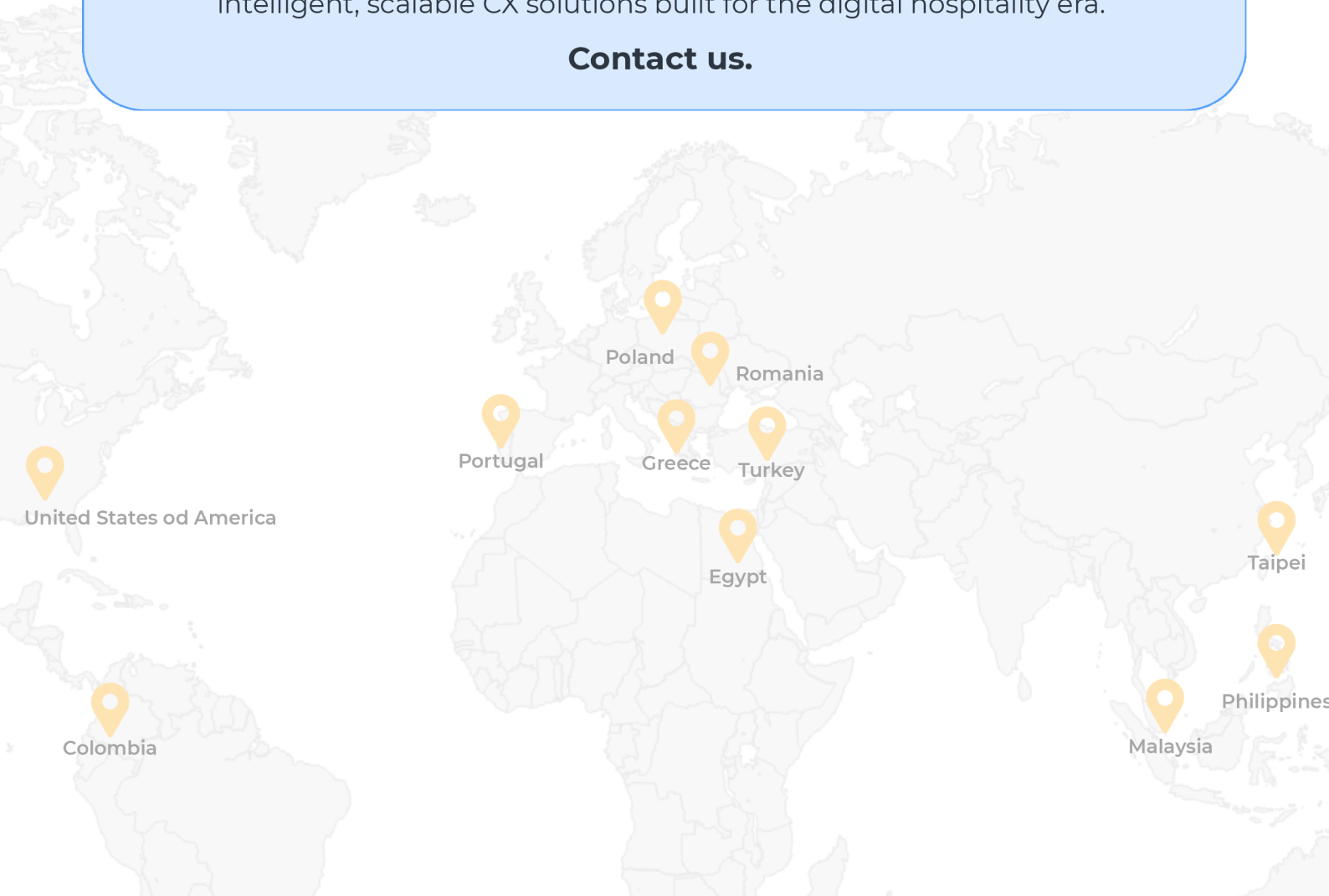


- **Global Reach:** Presence across four continents: EMEA, APAC, and the Americas.
- **Expert Workforce:** Multilingual, skilled agents with low attrition.
- **Future-Ready Tech:** AI, LLMs, and automation amplifying human expertise.
- **Global Agility:** Resilient, scalable operations ready for any peak.
- **Travel & Hospitality Know-How:** Mastery of industry nuances and complex B2B/B2C operations.
- **Security & Compliance:** Robust data protection and international certifications.
- **Responsible & Sustainable:** Ethical practices, DEI, and measurable ESG impact.

INSPIRED?

Ready to elevate your guest experience? Partner with Conectys for intelligent, scalable CX solutions built for the digital hospitality era.

Contact us.





ABOUT US

Conectys delivers bold, AI-driven outsourcing solutions that help digital-first brands scale smarter and faster.

We deliver **customer experience**, **content moderation**, **data annotation**, **gig workforce** and **employer-of-record solutions** by combining human expertise with AI-native technology.

Our proprietary platforms, BlueHub and BlueTweak, power automation, insights, and agility, while our SmartShore model enables **multilingual scale** and **flexible engagement worldwide**.

Guided by our **“Be Good”** philosophy, we help companies accelerate growth, build stronger customer connections, and scale responsibly.

CONTACT US

If you're looking for AI-native, human-led outsourcing that guarantees bold business outcomes, then you're in the right place. Talk to our team today and find out how we can supercharge your CX, together.

sales@conectys.com

marketing@conectys.com



Conectys Romania

One Cotroceni Business Park,
Progresului 1, București 050691,
Romania

WWW.CONECTYS.COM

