



# **Content Moderation Case Study**

World travel specialist achieves brand trust  
and scale through multilingual moderation



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# Content Moderation Case Study

World travel specialist achieves brand trust and scale through multilingual moderation

## Challenge

- Single-site content moderation services in 12 EMEA languages
- Reliable Business Continuity Plan
- Up-to-date global knowledge base
- High seasonality and cost spikes
- Consistent brand protection and scale

## Why Conectys

- Single-site delivery with global expansion capabilities
- Multilingual experience in over 35 languages across EMEA territories
- Ability to handle high seasonality
- Cost savings through rightshoring to smart locations
- Guaranteed brand protection
- Partnered approach and fully personalised, brand-aligned facilities

## Results

over 95% Quality  
(above 92% SLA)

over 6,300,000  
User Generated Content  
pieces moderated since go-live

Turnaround Time  
1.4x shorter than SLA

Subject Matter Experts,  
Tier 2 reporting,  
hosted knowledge base

single-site delivery & multilingual  
team close to 100 moderators

internalised escalation  
process (only 0.01%  
reach Level 3)



The client, a top travel specialist website, required content moderation services in 12 languages covering EMEA territories.

They were looking for single-site delivery, combined with excellent multilingual and multicultural abilities and user data security.

The client chose Conectys for their outsourcing partner, benefiting from a highly tailored service offer and a collaborative workforce recruitment process through which they gathered the most passionate world travellers and language experts.

Conectys facilitated client presence on-site during the first weeks of go-live and during scheduled visits for ongoing service calibration. The open communication and joint monitoring and coaching succeeded in combining the two companies' cultures of excellence and created a friendly, supportive and highly efficient work culture.

The client's team at Conectys has moderated over 6 million online User Generated Content pieces, prompting the client to reevaluate the scope of work in the light of significant service optimisation.

With over 80% agent productivity and a 623% staff growth, the outsourced operations have yielded results exceeding the Quality SLA of 92% by 3%.

After 2 years of operational consistency and value beyond KPIs, the client continues to trust Conectys with its brand and community.

## Solution

- Detailed Due Diligence process and Governance Model with leadership input
- Collaborative multilingual recruiting and training
- Optimised coaching and progression files
- Internalised escalation process through Subject Matter Experts
- Automated SLA notifications
- Scheduled calls and visits
- Online content moderation and internal Tier 2 reporting team
- Employee Engagement Scheme and cultural support
- Change Management and optimisation

**Want to protect your community with top content moderation?**

**Let's talk solutions:**

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35+

LANGUAGES

2600

SEATS

24/7

DELIVERY

10

LOCATIONS

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