IGT SOLUTIONS

CASE STUDY

98% Accuracy And Scalable Content Moderation Services For A Major Online Marketplace

Accuracy, efficiency, and compliance at scale are the core of IGT Solutions' content moderation services. The team ensures high-quality and accuracy output and minimized risks – without compromising speed or integrity.

The client is a major online marketplace operating in over 80 countries worldwide. Its rapid growth is driven by a direct-to-consumer model that removes intermediaries, allowing it to offer heavily discounted prices.

With rapid growth came a surge of sellers uploading product images and content to the e-commerce platform. The client's internal team struggled to keep up with the volume, making it challenging to review each submission thoroughly and ensure compliance with guidelines, preventing inappropriate content from being published.

ENSURING A SAFE AND COMPLIANT MARKETPLACE WITH ROBUST CONTENT MODERATION

To address the client's challenges, IGT Solutions implemented a robust moderation framework to meticulously review product images and videos uploaded by sellers. Any content that failed to meet platform guidelines was swiftly identified and removed, safeguarding the marketplace's integrity while maintaining industry standards.

The moderation strategy was anchored in well-defined policies covering sensitive areas such as eroticism, vulgarity, religion, intellectual property, branding, politics, and regional compliance. This ensured a consistent and accurate enforcement process, creating a safe and reliable platform for buyers and sellers alike.

To accelerate operational efficiency, the team introduced the Shift in Speed to Competency (STC) model, integrating a structured workflow and decision tree to streamline content review. Additionally, by leveraging Articulate 360, the team enhanced training programs with interactive and engaging learning experiences, improving knowledge retention and decision-making for moderators. These strategic interventions empowered the client's moderation team to scale efficiently while upholding compliance and quality standards.

EFFICIENT RESOURCE DEPLOYMENT FOR HIGH-QUALITY MODERATION

The rapid deployment of 250 FTEs in under eight weeks ensured seamless scalability to meet growing moderation demands. A balanced workforce composition—80% experienced professionals and 20% fresh talent—enhanced process stability while maintaining efficiency. The ring-fencing approach drove accuracy above 98%, ensuring high-quality content moderation. Additionally, policy experts simplified guidelines and error categorization, making it easier for auditors to apply policies consistently and effectively.

AT A GLANCE

INDUSTRY
E-commerce

THE CLIENT
The client is global online marketplace with presence in different countries.

CHALLENGE
The client's rapid growth put immense pressure on their team, making it difficult to review content effectively

SOLUTION
Implemented a scalable moderation framework with policy-driven compliance and enhanced training to ensure content integrity and operational efficiency.

RESULTS
- 98% Content Moderation Accuracy
- Simplified guidelines and error categorization
- Balanced Workforce