Webhelp

Digital Content Services

Classified ads platforms

Introduction:

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Digital Content Services

> " *Consumer content is instrumental in influencing both purchase decision making and in the uptake, visibility and popularity of brands online.*

Digital Content Services have never been more important!

In an economy affected by COVID, the pace of digital transformation is rapidly expanding and the global appetite for all things digital is increasing.

As a result, leveraging user-generated content is rapidly becoming a powerful and flexible tool to raise brand recognition and enhance customer trust, especially in the booming e-commerce industry.

Consumer content is instrumental in influencing both purchase decision-making and in the uptake, visibility and popularity of brands online.

However, despite these benefits, utilizing externally produced content is not without risk, especially for companies that are unaware of the detrimental impact this can have on the user perspective of the brand, if not properly managed.

This paper looks at some of the pain points in the space, the typical industry reaction, and why Webhelp can offer a more comprehensive and game-changing solution. Ensuring that users are safe from defamatory and offensive content, and that brands are portrayed in a positive and engaging way online.

Problems in the space

Exploring the common pain points related to Digital Content Services on classified ads platforms.

" *67% of consumer's fears towards the sharing economy are related to trust.*

prnewswire.com

73%

73% of people are unlikely to return to a site if ads have poor descriptions.

powerreviews.com

20%

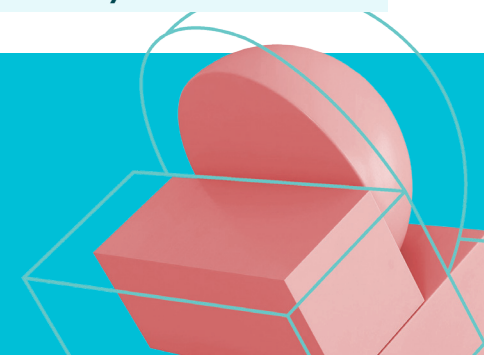Only 20% of users would buy a product from an ad with a poor description -- compared to 56% for a good listing.

nngroup.com

162м

It's estimated that in the U.S. and Europe alone, 162 million people, or 20-30% of the workforce, are providers on sharing platforms.

mckinsey.com

Fraud   Counterfeits

Illegal items

Image quality   Duplication

Categorization

Did you know?
Webhelp cares about its moderators, as much as all our other collaborators. This is why we have undertaken over 86 initiatives catering to our team members' mental health. Want to learn more about it? Feel free to reach out to us!

Protect your community of dealers and buyers

With Webhelp's high trust & safety standards

What kind of pain points are originated on classified ads?

They purchase old accounts: Scammers purchase existing accounts with good reputations then use them in fraudulent ads.

They change IP addresses: Scammers move IP addresses to make it more difficult to track them.

They use Trojan ads: Scammers use a reliable ad to enter a marketplace to then publish fraudulent ads.

They modify their ads: Scammers publish acceptable ads with reliable data and photos but change it after validation.

Their deals are too good to be true: Scammers publish ads with very low prices claiming minor damages or excess stock to justify it. Deals are always for a very short period of time.

They use multiple ad publication: Scammers publish a high volume of ads in order to intermingle and disguise fraudulent ones.

Their preferred payment methods are: Cryptocurrencies / Prepaid cards / Money orders / Direct wire transfers / Money-transfer services

Managing content at each step of the classified journey

	Register	**Search**	**Select**	**Buy/Sell**	**Evaluate**
Customer actions	**Registering** with an email address	**Looking for a product** or service on a search engine	**Comparing** offers, checking reviews and asking the seller questions	**Buying with trust**	**Sharing** both good and bad customer experiences publicly
Sellers actions	**Registering** with email or postal addresses	**Filling product** pages respecting marketplace rules and SEO optimization	**Wait for interested buyers** to make offers or purchase the item right away	**Selling safely**	**Managing** post-sale reviews and utilizing insights
Webhelp's solutions	**Integrity Background checks Consistency checks ID checks Description checks Policies compliance*** *forbidden sellers, scam suspicion	**Enrichment Picture moderation Text moderation Policies compliance*** *illegal items, counterfeits, fraud	**Description moderation Questions moderation User reports management**	**Payment fraud Alert management Chargeback management Credit check Content Management**	**Review moderation Review escalation Dispute management Scam management**

Our strong and meaningful engagements
for Content Management & Moderation services

PITFALLS

TECHNOLOGY USERS	PEOPLE DEPENDANT	SOLUTION FOLLOWERS

SOLUTIONS

We deliver BEST-IN-CLASS SOLUTIONS

Webhelp is a robust and reliable partner. We support our content management & moderation clients with:

- A global footprint to localize our operation, adapt to local specificities and offer a best shore strategy
- An efficient queue and guidelines management to improve productivity and avoid any leakage
- A tried and tested physical and cyber security to comply with our clients' high requirements
- A strong implementation framework together with our WOW operating model
- To deliver consistent high-quality services and KPIs

We are PEOPLE FOCUSED

Webhelp is a *Think Human* company. We support our content management & moderation agents with:

- A unique Webhealth program to focus on our team's entire wellbeing, inside the office and out
- A specific end-to-end employee journey from induction program to continuous training
- An ambitious talent management strategy to get the best from each of our employees
- A real-time people analytics program to identify and resolve any issues with our most important asset: our people

We are a TECHNOLOGY ENABLER

Webhelp enables technology. We mix in-house and external technologies for content management:

- A **technology-centric** team to understand and enhance your work environment
- Use of **internal AI-fueled tool** to automate most repetitive and low value tasks
- An in-house web-browser to boost our client's content management & moderation tool
- A network of **tech partners** to remain best-in-class content management & moderation player

Our ambition: being first in the benchmarks	User experience Quality Productivity Process optimization	Our agents' mission: protect your brand. Our mission: protect our advisors	Low attrition High employee NPS High employee loyalty Low unplanned leave	We embrace technology, our people make the difference	Resource allocation Business optimization Productivity Accuracy

Case study

The client is one of the biggest online sales & e-commerce platforms in Turkey.

Approximately **400K** products are uploaded to the system by sellers daily. The review and content approval process is managed by Webhelp.

> **1,500** products approved daily per person

Our team:

100 Moderators

5 Team Leaders

1 Quality Analyst

SLA: **4** working hours

9:00 am – 6.30 pm / 7 days

A strong partnership, with over a year of production. Team growth from 100 moderators to 350 within a few months.

Our services:

Content Management and Moderation for clients: Webhelp establishes a team to manage the end-to-end process of product approval, uploaded to a platform by sellers.

- Review products
- Review contents / approval and rejection
- Review images / photos
- Review price

Webhelp

Think Human