



## Wipro's online trust & safety services



The digital era has opened new and innovative ways of sharing information, expertise and services. However, the Internet also has malicious content that can potentially harm brand perception. Wipro works closely with leading social media companies and maps our trust and safety capabilities with their content to review and moderate them in order to safeguard our clients' interests.



Develop and implement a tailored digital trust and safety strategy



Strong technology partnership with leading UGC (user generated content) moderation service providers



Man machine integration using artificial intelligence, machine learning and cognitive computing

Creating a safe and trusted space for brands to thrive on digital platforms

## Key benefits

- 20% faster review process with follow-the-sun delivery model (24x7 staffing approach)
- 7% reduction in error rate using reviewers' knowledge base
- 10% reduction in exception volume with "feedback loop" implementation
- 98.5% quality accuracy maintained across all accounts through best practice sharing across multiple UGC processes
- 10% increase in productivity as compared to standard industry benchmark

## Features

- **Robust risk engine:** Risk scoring model for mitigating high risks efficiently
- **Cognitive content classification:** Automatic categorization of UFC and UGC for efficient management
- **Conceptualized process policies:** To help develop and improve clients' in-house tools
- **Tailor made algorithm:** For different processes to improve accuracy and efficiency
- **Innovation driven solution:** Based on artificial intelligence (AI) and feedback loop for continuous machine learning to enhance customer experience

## Providing better customer experience based on AI and feedback loop for continuous machine learning

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