

Case Study: Content Moderation for Popular US Dating App

Taskeater

This popular **US dating app** worked with **Taskeater** to continually and successfully moderate the content of **millions of global users**



PAINS AND SOLUTIONS:

1 PROFILE MODERATION

An API tool automates the moderation of a large percentage of user generated content but thousands of images still require human moderation every day. This is where the majority of the workload comes from, and it remains a priority.



2 COMMUNITY GROUP MODERATION

Moderators must ensure all community pages and groups are free from inappropriate posts and spam content at all times.



THE RESULT

Prior to working with Taskeater, our client outsourced their content moderation to a freelancing site, which caused issues with consistency and quality of work. Our client was also spending a substantial amount of time on regular, time-consuming training sessions.

- ✓ By assembling a **fully-managed, dedicated Taskeater team**, we delivered all required training as the team scaled up, which **saved the client significant time and money**.
- ✓ The team manager acts as the primary point of contact for our client, **providing regular catch up calls**. By streamlining the process in this way, it has become evident that our high quality solution has proved to be a worthwhile move, saving our client hours of wasted time and investment.
- ✓ **Working directly in the back-end** has also proved to be incredibly valuable to our client from a technical perspective, as the team have complete visibility if bugs arise and can easily alert the tech team to any issues when necessary.
- ✓ The priority, however, remains with **content moderation, and ensuring end-users are shielded from unwanted user generated content**, a primary concern in today's highly connected world.

"The Taskeater team is dedicated to ensuring our platform is a community where our members can feel safe. We've saved so much internal time, especially with our training efforts, and I can't imagine life without our brilliant Taskeater team!" - Community Manager