

## OUTSOURCING WITH INTEGRITY

# A Trust & Safety guide

I've been working in tech and Trust & Safety since 2010. In that time, my career has progressed from front-line content moderator to VP of Customer Experience and T&S, and I've taken two companies from private to public, small to large, and through every possible combination of in-house team, outsourced team and/or community moderated.



In Trust & Safety, things move fast. You need teams that you can rely on, and you want all the help that you can get.

Now I'm VP of Trust & Safety and Content Moderation at PartnerHero, and I'm building the outsourced teams that I believe every T&S leader deserves.

This is what I think modern outsourcing for Trust & Safety should look like.

### You need a BPO that is:

- ✓ A long-term solutions partner, not just a transactional service provider.
- ✓ As nimble and quick to adapt as you are.
- ✓ Obsessed with true quality, not vanity metrics.
- ✓ Committed to treating moderators well, above all else.
- ✓ Unapologetically outspoken in favor of diversity and inclusion.
- ✓ Globally positioned, for global work.
- ✓ Collaborative, not competitive.

If this resonates with you, please reach out to me – I'd love to chat!

**Alice Hunsberger, VP of Trust & Safety and Content Moderation**

# You need to be set up for success.

You want high-quality Trust & Safety work at the lowest cost. Price is one of the main reasons that companies come to work with a BPO in the first place.

Of course, BPOs are businesses too, and they will ask for the highest price that the market will bear. When the platform and the vendor are both incentivized to squeeze as much money from each other as possible, it's a race to the bottom, and everyone loses.

The BPO industry has a bad reputation. When people think about outsourcing, they usually think about low quality and even worse ethics.

What's needed is a paradigm shift: a BPO as a long-term solutions partner, instead of just a transactional service provider.

At PartnerHero, we see it like this: we grow when our partners grow. Your success is our success. We're in it for the long haul, not the short term.



Setting you up for success means we tell you if you're overstaffed. We're happy to collaborate on automation, even if that means less work for us in the short term. And we have flexible terms and contracts, so it's easy for you to make changes when you need to.

You're not outsourcing—you're collaborating with experts who care as much as you do.

# You need value, not vanity metrics.

Any BPO will want to impress you. Unfortunately, this can sometimes be taken to the extreme, where issues are glossed over just to get a high QA score and look good. You deserve full transparency and the truth.

Quality matters, especially for Trust & Safety. Every platform and community is unique, and you need a moderation team that can adapt to your standards and values. Moderators must be trained to make decisions based on the facts in front of them, not from bias or lack of understanding. A wrong decision can result in costly escalations and appeals, or even bad press.

We focus on quality holistically. It starts with hiring the best people, and training them thoroughly (including bias training). Our quality teams certainly look at individual performance metrics, but we also look at what's behind the data.



It's not just about strict process adherence, it's also about reading between the lines. Our associates have insights based on what they see all day, everyday with your users, and those can be valuable insights.

We work hard to create mutual trust so that we're not afraid to talk about what can be done better. We're open and transparent, because that's what leads to better outcomes for everyone.

# You need a partner that moves fast, just like you.

Trust & Safety teams are being asked to do more with less, and to pivot on a dime – all while contending with an adversarial landscape that changes daily. You need a fast and nimble team who can easily keep up with policy and operational changes – the world doesn't wait, so you shouldn't have to either.

We're not a one-size-fits-all organization. We create teams that are unique– customized for you and your program– and we're poised to make changes quickly.

We don't lock you into long-term contracts, we don't make you pick from pre-determined solutions, and we can spin up (or down) new teams quickly where needed.

We have our own AI-powered technology to help moderators stay up-to-date with the latest policy changes. Instead of having to memorize huge handbooks (or worse, to have to ctrl+F through documentation to find the right policy), our tech enables moderators to quickly ask policy questions in natural language and receive both an answer and a link to your source of truth document.



# You need the best people. (And the people need the best).

Of course, there are more stakeholders than the BPO and the client. A successful moderation program needs to balance the interests of end-customers and front-line moderators as well.

BPOs using the call center model — paying moderators the lowest price possible and replacing them when there is inevitably high turnover — fail to serve any stakeholder.

You need a Trust & Safety team that is paid well, treated well, engaged with their work, and happy to stick around for a long time. High retention and engagement means high quality work— it's a win-win for everyone.



PartnerHero grew up on Customer Experience (CX) and the continual improvement mindset forged through running hundreds of customer-campaigns is infused into our **Content Moderation practice**. We measure our success not only by how much material we review and our accuracy rate, but by our ability to deliver meaningful customer insights that allow our partners to improve their CX.

But who are the people reviewing the content and surfacing those insights? They are the moderators who keep users safe and companies compliant.

At PartnerHero, entry-level moderators earn **10-20%** more than our competitors. We have excellent benefits. And most importantly, we have extensive wellness programs, because we believe that taking care of our people is more important than anything else.

Our leadership is unapologetically outspoken on human rights and **DEI&B** issues. We're a safe haven employer for **LGBTQAI+** individuals around the world, deploying support programs to ensure their safety. We proudly offer benefits that include special considerations that are rare in other BPO markets (e.g. insurance for same-sex partners).

**These commitments mean that we have the best people who do the best work. Our employee retention is an industry-leading 97% per month, even with a robust QA function in place.**

**People are at the heart of everything we do– it's why you come to us.**



# You need global teams for global safety.

As the Trust & Safety landscape becomes more complicated, it's more important than ever to have experienced moderators who are ready to tackle the most nuanced, challenging decisions.

Geographic diversity can provide a range of benefits, from localized insight and native language coverage to built-in business continuity — crucial for core functions like Trust & Safety, Content Moderation, and Compliance activities that need 24/7 humans in the loop.

While our partners often want to launch in a single geographic area, we love to build globally distributed teams for our partners as the partnership matures.



PartnerHero is a remote-first organization, and we have moderators in the United States, Honduras, Brazil, South Africa, Romania, and the Philippines. Soon we'll be adding team members in Colombia and India. Their geographic diversity provides global insights and expertise at scale.

# Setting a new standard.

**Content Moderation is a field in Trust & Safety that is ripe for robust ethical employment guidelines. PartnerHero is collaborating with leaders and institutions in our industry to publish a set of standards—standards we hold ourselves to and which we encourage other moderation providers to adopt.**

This includes minimum standards for pay, benefits, wellness support, and productive time. We also take into consideration the type of work that is being performed. For example, due to the repetitive nature of moderation work and the considerable skill it takes to remain alert and focused carrying out that work, we believe that no moderator should be more than 80% productive — and we have evidence that this actually benefits all stakeholders. Similarly, Trust & Safety work includes moderating the worst forms of content that exist on the Internet, and those moderating the most sensitive forms of content should fall well under that 80% benchmark. We work with our partners to set the right standards and put skin in the game to set our programs up for long-term success.



**Book a meeting with our Head of Trust & Safety  
to learn more, or get involved.**

**[Chat with Alice!](#)**





# PartnerHero helps keep your brand trusted and protected with services like:



## Content Moderation & Curation

Our content moderation teams are tailored especially for you to keep your spaces safe and on-brand

- ✓ Photo moderation
- ✓ Spam detection
- ✓ Hate speech & Harassment
- ✓ Misinformation
- ✓ ID verification
- ✓ Voice/video/ livestream moderation



## Community Safety

Our teams will help keep your customers safely engaged with our on-brand approach

- ✓ Nuanced community management
- ✓ Proactive engagement with your community
- ✓ Review and escalation of unsafe content
- ✓ We meet your community where they are - forums, Discord, chat rooms, or social media.



## Incident Response

The moderation and escalation of serious harms, where a nuanced, human touch is essential will be safe with us

- ✓ Emergency, real-time response
- ✓ Child Safety
- ✓ Law enforcement response
- ✓ Deep investigation (fraud, coordinated inauthentic activity)
- ✓ Crisis support and escalation



## Privacy + Safety Compliance

Our Privacy and Safety specialists will support your community and keep your platform in compliance with GDPR and DSA regulation

- ✓ Data access requests
- ✓ Moderation appeals
- ✓ Transparency requests
- ✓ Trusted flagger response



## Policy and Strategy

Our Trust & Safety experts will help your brand scale effectively and safely

- ✓ Global, culturally aware policy creation
- ✓ Fractional leadership and advisory services
- ✓ T&S auditing, planning, and mentoring



**“We care about doing good, helping people be healthy and happy—and that extends to helping each other in the industry as well.”**