

# MODSQUAD

## MODERATION BY MODSQUAD

Your customers are trying to engage with your brand, posting compliments and complaints day and night, from every corner of the globe. Is anyone responding? You need a super Mod representing your brand. One who's deeply ingrained in your brand's lifestyle. One who understands your audience because they're already part of that audience. One with the professional experience and critical-thinking skills that ensure the right message.

## YOU NEED MODSQUAD

What sets ModSquad apart? Our Mods are your customers. We *get* your brand. Whatever your needs, from schedule coverage to regional or linguistic requirements, we have the perfect Mods for your needs.

With more than 10,000 highly trained, expert Squad members ready for deployment at any time, we quickly identify Mods with an inherent understanding of your brand. These Mods then assimilate into your digital realms (whether on your own platforms or on social media) and bring your community up to the next level.

Offering an unprecedented level of flexibility and skill sets, ModSquad is your best resource for interacting with your customer base in today's online and mobile universe.

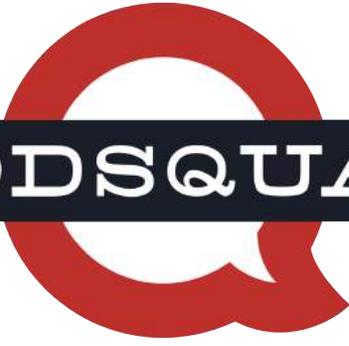
We offer transparent fees that highlight the value of selecting our Mods to engage with your most valuable assets — your customers.

## EXTRAORDINARY FEATS OF DERRING-DO

ModSquad is a powerful force in your community. We will...

- Serve as your customer's first online experience with your brand
- Keep your audience engaged
- Ensure the safety of your members
- Enforce the rules of your community
- Edit user-generated content and review chats
- Maintain behavior management software
- Protect your brand from libelous material, copyright infringement, abusive or illegal behavior ... and spam!

ModSourcing:  
Outsourcing,  
*Modernized*



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## MODERATION TEAMS

Whatever your traffic levels and amount of content, no matter what you determine to be the appropriate response time, our scalable plan can be set to perfectly address your current needs. You can schedule our moderation teams to meet your community requirements. A ModSquad project manager will work with you to establish a profile to staff the team with Mods who best suit the needs and goals of your moderation policies, providing an authentic experience to your community.

## FULLY DEDICATED MODERATION

Fully dedicated Mods work on an engagement for a dedicated amount of time, typically denoted by hour-long shifts. Set successive or staggered shifts throughout the day, based on your unique coverage needs.

## SCAN TEAM MODERATION

Deploy our “commando unit” when a site does not require Fully Dedicated Mods but still needs some moderation. During requested shifts (denoted by hour-long blocks), the Scan Team will moderate your site for approximately 15 – 20 minutes during that given hour. Get complete flexibility in the timing of each shift; schedule non-concurrent shifts throughout the day to cover all volume levels.

## HYBRID MODERATION

ModSquad provides a blend of Fully Dedicated Mods and Scan Team coverage for appropriate engagements. Schedule Fully Dedicated moderation for periods of peak activity and Scan Team moderation for some or all of the remaining hours in a given day to enable extended 24/7 coverage.

We also offer one-off, flexible solutions for high-volume clients. Our Mods will analyze your most pressing needs and create a unique strategy for bulk-moderation services.

## ModSquad

ModSquad is a global provider of managed digital engagement services. Our experienced professionals engage your customers and communities on a personal level across online, mobile, ecommerce, in-game, application, and social channels. ModSquad offers expert-level service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects.

FOR MORE INFORMATION, PLEASE CONTACT THE MODSQUAD SALES TEAM:  
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