



PURE MODERATION



INTRODUCTION

Our Story

Hubert Hyungin Choi, a California native and MIT graduate, founded Pure Moderation in 2007.

After a decade of working in Silicon Valley, during which he often collaborated with Vietnamese contractors and visited Vietnam many times on business trips, Hubert found that he had formed a deep love for the country and culture of Vietnam. He eventually decided to make a move to Vietnam to found his own company.

Stemming from Hubert's affinity for community, the core philosophy of Pure Moderation has always been about putting people first.

That means our focus is on attracting, developing and retaining the most dynamic and ambitious people for our organization, creating a collaborative and supportive environment that maintains a consistently excellent output.

It also means our focus is on creating real value for the people who have established partnerships with Pure Moderation to handle their BPO needs.

Our focus on each client individually allows us to develop a bespoke package of solutions for each of our partners that enables them to greatly enhance the efficiency of their operations.

Since Pure Moderation began, it has offered customized solutions in game design, software programming, QA software testing, customer support moderation and other back office outsourcing staff to over 40 clients in 7 different countries.



BENEFIT OF OUTSOURCING

Outsourcing is the smart choice for any growing business.

Humans are a naturally cooperative species.

Societies are based on the principle of individuals finding their niche and becoming experts in their field for the good of the collective.

Some people are specialists in medicine, some in law, others in carpentry, agriculture or programming.

By focusing on the skills we're good at, and utilizing the skills of others, we maximise our own potential.

Today, Business Process Outsourcing (BPO) is simply an extension of our natural instinct to collaborate with experts in order to grow together.

We are proud that the environment we have created has become a magnet for local and international talent, offering opportunities to our people to develop and nurture their careers.

We are also proud of the chance to showcase that expert talent to our partners.

From newly-founded startups looking to focus their resources on core activities, to long-established organisations seeking rapid scalability in their operations to handle seasonal changes, Pure Moderation is dedicated to finding the best solutions that help achieve your objectives.



IF YOU DEPRIVE YOURSELF OF OUTSOURCING AND YOUR COMPETITORS DO NOT, YOU'RE PUTTING YOURSELF OUT OF BUSINESS.

— Lee Kuan Yew

BENEFIT OF OUTSOURCING

Seven Advantages of Outsourcing

Control Costs

Streamline Processes and Increase Profit

1 Outsourcing can be particularly effective for businesses looking to avoid large-scale expenditures, such as start-ups, or companies looking to attract investors to reach that next level.

Focus on Your Core Activities

You know what makes your business tick.

2 However, peripheral activities will constantly distract from your company's most valuable practices.

3 Outsourcing is a great solution to help your team to increase efficiency and stay focused on their priorities.

Gain Access to Experts

Pay less, get more.

4 Outsourcing gives you access to a pool of highly-skilled workers, dedicated to their respective business areas and experienced in handling the needs of companies who wish to outsource.

Scalability & Flexibility

We live in uncertain times.

5 Scaling up for a busy period can take weeks or months of hiring to find the right people, and scaling down can be difficult and expensive.

6 Outsourcing offers your business the ability to easily scale up or down specific activities as needed.

7 Another advantage is the ability to plan and execute new projects with greater ease, as a good outsourcing firm has the resources to start providing the extra support needed straight away.

BENEFIT OF OUTSOURCING

Seven Advantages of Outsourcing

A Level Playing Field

Strategic outsourcing can give any small-to-medium size company the same advantages as larger firms who maintain a giant array of in-house services.

A partnership with a BPO service can also give you access to economies of scale, expertise and efficiency that many of your non-outsourcing competitors have yet to exploit.

Reduce Your Risk

Almost every aspect of business carries risk.

Assessing and reducing that risk as much as possible is essential.

Outsourcing will allow you to share some of those risks with experts versed in best practices in data management compliance, financial regulations, copyright infringement and many more areas that require risk analysis and mitigation.

Work Around the Clock

Get the job done 24/7.

Outsourcing to different countries and timezones means that even while you sleep, or during a national holiday, your outsourcing partners are finishing critical project work, moderating your platform or handling customer tickets.

Your BPO partner delivers peace of mind that every hour of the day is being used to its fullest in order to grow your business.



CUSTOMER SUPPORT

Obviously customer support is important, but is it your priority?

Great customer support plays an instrumental role in cementing the relationship between brand and customer, and is a pivotal element in customer retention.

Successful companies see expenditure on customer support as a shrewd investment, as research has shown that attracting new customers is far more expensive than holding on to existing ones, and can lead to referrals, testimonials and improved reputation.

Why great customer support can give you a huge competitive advantage:

- Improved Customer Retention
- Increased Revenue
- Greater Brand Awareness
- Reduced Marketing Expenditure



IT TAKES MONTHS
TO FIND A
CUSTOMER...
SECONDS TO
LOSE ONE.

— Vince Lombardi



CUSTOMER SUPPORT

Pure Moderation understands great customer support should focus on exceeding the expectations of your customers.

Our focus is on helping your customers, by handling queries, solving problems and positively representing your brand, and not merely focusing on metrics such as wait time & turnover rate.

The quality of each interaction is what counts and we offer scalable services, in multiple languages, which come with guaranteed response times and service level agreements as stipulated by our client's needs.

Our key customer support services include:



Live Chat Support



In-app & Ticket Support



Email Support



Call center

With over 12 years experience under our belt, Pure Moderation believes effective customer support is integral in developing a strong and enduring relationship with your customers.

DATA ENTRY

Data is a highly valuable resource...

...but just like other resources, such as time, money and people, the success of your organization depends on how you organize, manage and apply that resource.

Accurate and precise data management is now mission critical for any thriving business.

Conversely, imprecise data handling can compromise the value of a company's database, leading to mistakes in decision making, security issues and a lot of wasted time and money.

Also, as businesses become more global, companies are finding themselves subject to an ever increasing number of data-management regulations and the threat of legal issues if they fail to meet the many, disparate standards of compliance.

Outsourcing to a reliable vendor that can collate, authenticate and categorize your data accurately and provide up-to-date security practices is the best way to provide peace of mind.

The benefits of outsourcing data management:

Productivity: Finding, understanding and relaying information with ease will see your employees more organised and productive.

Cost Effectiveness: Outsourcing to a well-trained, international workforce can deliver first-class results at a fraction of the cost.

Minimize errors: Utilizing a team devoted to the task of data management minimizes the risk of damages done by employees working with incorrect or incomplete data.

Better Decision Making: Feel secure in the knowledge that your team is viewing and acting off the same accurate and most recent information.

Operational Reaction Speed: Analyse and respond to market changes more effectively.

DATA ENTRY

Security: Ensure your, and your client's information, stays secure, particularly in this age of sophisticated cybercriminals.

Reduce Data Loss: Minimize the risk of losing important company data by having your vendor back up your most crucial information, and making it quickly and easily retrievable.

Pure Moderation is an experienced and highly-reputable data management outsourcing company.

As a global business process outsourcing vendor specializing in a range of services, including data management, our priority is to provide affordable solutions that are custom tailored to the individual needs of our partners.

Every business is unique and has specialized needs. We offer bespoke services to suit any industry and size of organization and offer the ability to quickly scale up or down as needed to suit changes in business needs and goals.

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THE GOAL IS TO TURN DATA INTO INFORMATION, AND INFORMATION INTO INSIGHT

— Carly Fiorina

With a large pool of highly-competent data entry professionals with a perfect blend of skill, expertise and experience, our clients can get an edge over the competition with our flexible and reliable data handling services.

Working with us allows your business to operate efficiently, cost-effectively and with insight into the ever-increasing amount of data your business produces.

Streamlining your operations is crucial when trying to achieve future growth and it's imperative that vital functions such as data management are handed over to the professionals.

CONTENT MODERATION

Every industry is now digital.

Social media sites, internet forums, streaming services, blogs and other digital platforms are growing exponentially as content from consumers and companies alike is being uploaded at staggering rates.

The need to swiftly identify and deal with inappropriate material, while learning more about the perception of your brand in the eyes of your customers, is critical to your business's development.

Many small-to-medium-size businesses have difficulty in addressing these concerns in a cost-effective and easily scalable manner, while many larger businesses find it hard to justify the huge outlay of resources needed for an in-house department devoted to the task.

Outsourcing your content moderation needs provides the perfect sustainable solution.



**DO WHAT YOU'RE BEST AT, AND
OUTSOURCE THE REST.**

— Peter Drucker

Content moderation services will help you to:

- Report and eliminate content that may be considered upsetting, offensive or even illegal.
- Significantly reduce exposure to legal issues associated with security risks, trademark violations, and PR scandals related to scams, threats and other illegal activity.
- Identify and delete content considered to be trolling, spamming, flaming or hate speech.
- Protect your underage or vulnerable users from viewing inappropriate content.
- Monitor for and identify predatory behavior such as grooming.
- Make data-driven decisions about new services, products or marketing campaigns based on comments posted about your site or brand.
- Utilize experienced and highly-trained personnel, specialised in content moderation, allowing you to focus your talent and resources on growing your business

CONTENT MODERATION

Pure Moderation is a leading provider of BPO services with over 14 years experience.

More than 40 global clients put their trust in us to review over 150 million videos & images each month, covering 8 countries and over 30 languages.

By combining our simple to integrate moderation tools with the expertise of our workforce, clients are assured of a double safety net.

Pure Moderation's content moderation service covers:



Image Moderation: We detect and flag inappropriate content by sifting through millions of images each month, creating a safe and more enjoyable experience for your users.



Live Video Streams: We offer a comprehensive end-to-end review or a more cost effective still-image moderation service.



Communication Moderation: Learn more about the conversation that surrounds your brand and discover new and better ways to engage with your audience.

The benefits of our content moderation service:

- Content moderation teams that operate 24 hours a day, 7 days a week.
- Scalable coverage offers a cost-effective way to deal with times of high or low volume of traffic.
- The ability to integrate with our moderation tool via your API, or we can adapt to your own system to ensure smooth collaboration.
- Connect with your target demographics and develop marketing strategies based on accurate and insightful data.

GAME MANAGEMENT

Video games have become an irreplaceable part of our global culture.

Video games are more than just a booming business, they are redefining the way in which we communicate with each other.

There are over 2 billion people worldwide that are part of the gamer community, from console enthusiasts and hardcore gamers with custom-built, state-of-the-art gaming PC's, to the ever-increasing casual gamer playing free downloads on their mobile device.

The one thing each and every gamer has in common is a desire for an enhanced User Experience, which means game developers are constantly pushing themselves to create the best graphics, the best story and the best soundtrack alongside amazing playability.

And while the games themselves need to stand out, the community, customer service and moderation need to be equally exceptional.

However, the core of any game developer's business should be innovation, with their efforts focussed on creating engaging, new and beautiful worlds for users to explore.

Outsourcing the task of maintaining a fair and user-friendly environment for gamers is the most effective way for a game development house to keep their focus on the activities that keep gamers logged on and ready to play again.

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**IF YOU WANT CREATIVE WORKERS,
GIVE THEM ENOUGH TIME TO PLAY.**

— John Cleese



GAME MANAGEMENT

Pure Moderation's game management services include:



GAME MODERATION & GUIDELINE ENFORCEMENT

User-generated content is an important source of SEO, awareness, and promotion for your title, but there is always potential for inappropriate content, abuse or spamming and that can damage your reputation.

Our moderators are responsible for safeguarding the integrity of your game by ensuring its forums & message boards have a nice friendly atmosphere and identifying and dealing with hackers, duplicate accounts and those players who wish to cheat.



MULTIPLAYER ENRICHMENT

If your new release is an MMO, MMORPG, Real-Time Multiplayer or Real-Time Battle, your main concern may be developing an adequate player base. Our service provides your game with players that are operated under your specifications during launch time. This helps to seed your game with real players that behave in the way you want. We can ensure in-game players create interactions with your users that will positively influence adoption and retention rates.



GAME MODERATION & GUIDELINE ENFORCEMENT

Before any official launch, game testing is a mandatory factor. We can provide you with a selective series of focus groups assigned to test as many simulated scenarios as possible within a real-world closed system. Their aim is to identify faults and provide feedback and valuable comments on UI logic, functionality and how well each tester understands the features of your game.

SEASONAL SERVICES

Localization

Think global. More and more businesses are designing their products and services for the international market. However, linguistic and cultural barriers can easily hamper your attempts to communicate with customers around the world.

Localization is crucial to any growing platform with their sights on expanding globally. It helps create a user-friendly experience for your product by not only supporting multiple languages but also tailoring content for regional consumption. Localization is not just about translation, it bridges cultural barriers and refines your content to meet the expectations of global demographics. Our international teams can provide localization support with a thorough understanding of the culture and languages that you need.

AI Training

Today, AI or Machine Learning Tools are being researched, improved and developed to help with various fields of work. Currently, AI is being deployed successfully to do only repetitive and mundane tasks that require no innovation. Before artificial intelligence can become truly intelligent, humans need to teach it the necessary programs by processing massive data sets.

You can outsource these tasks to us by deploying our agents to train your AI tools. Our team will work until your tool is sufficiently ready for deployment. By using an AI system, you can reduce the workload of some of the tasks within your organization and dedicate your human resources to take care of more complicated workflows.

SEASONAL SERVICES

Quality Assurance

Nobody's perfect. But don't worry, our close working relationship with our colleagues at Testing Hero means we're a perfect team to deliver outstanding quality assurance.

Even the best software developers need a good QA team through the development process and well after a product is launched. Our highly-trained and experienced teams will track and resolve problems before official release and well into the product life cycle.

Pairing our customer service offerings with our quality assurance teams is another perfect match. Issues that arise with our support teams can be quickly verified by QA agents and escalated to the appropriate engineering teams to resolve the issues.

Consultancy

We aren't just experts in what we do - we can make you an expert too. Our experience spans a broad range of industries. You can take advantage of our insights by hiring us to provide consultations and training services that will enhance your company's operations.

Our expertise in BPO services allows us to offer up-to-date training for your new or existing systems. Through transparent and proactive communication, we deliver independent, unbiased advice that can help you improve your processes.



VIETNAM IS FAST BECOMING THE LEAD DESTINATION FOR BPO SERVICES

Incredible improvements in technology in recent years have utterly changed the way we communicate and do business.

We now live in a 'global village' and it is now possible to consider many different destinations for your company's outsourcing needs.

Here are just a few of the reasons why Vietnam should be your next choice as an outsourcing services destination.

Vietnam's Robust Economy

Vietnam's enviable GDP growth rate has averaged 6.5% each year since 2000 and is projected to reach 7% in 2020.

Foreign investors have diverted a lot of capital from China into Vietnam fuelling further growth in recent years, with major international brands moving units from China to Vietnam, including Nokia, Samsung, Olympus, Nike and Adidas.

In February 2020, the European Parliament ratified the European Union Vietnam Free Trade Agreement (EVFTA) which has eliminated 99% of custom duties between the EU and Vietnam.

This is expected to boost Vietnamese exports by 43% by 2025 and puts Vietnam on track to be a Top 20 global economy by 2050.

By the end of 2020, of Vietnam's population will be middle-class, and much of this new found wealth is being further invested into children's education.

Vietnam's Educated Workforce

The Vietnamese people and government recognize and promote the importance of education.

In 2000, the percentage of Vietnamese workers with third-level qualifications stood at 10%.

By 2019 that figure had grown to 30% and more than 25,000 technical engineers graduate each year.

In fact, over 80% of Vietnamese college graduates hold a degree in the sciences, making Vietnam an ideal destination for outsourced technological projects.

VIETNAM IS FAST BECOMING THE LEAD DESTINATION FOR BPO SERVICES

Unlike many other countries in the region, Vietnam uses the latin alphabet so it makes learning English relatively easy.

Learning English is compulsory from the 3rd Grade onwards and is now the second most common language spoken in the country.

Vietnam has a population of 96 million people with 60% under the age of 30.

The youthful demographics of the labor force will continue to provide dynamic, technically-literate, English-speaking workers suitable for the BPO sector for many years to come

Vietnam offers great value

Outsourcing your business processes to Vietnam can offer you significant cost savings as average monthly salaries in Vietnam are 90% lower than in the USA.

But Vietnam fares well against other outsourcing locations too.

Salaries in China are about 55% higher than Vietnam and the cost of BPO services in India are 43% more when compared to similar services in Vietnam.

Using Vietnam as an offshore destination for your business services is an opportunity to greatly reduce expenditure and make a positive impact on your company's bottom line.



VIETNAM IS STABLE

Vietnam was reunified in 1975 and since then, there have been 45 uninterrupted years of political stability.

There are no ethnic or religious conflicts in the country and Vietnam was ranked as the most secure among the 14 countries in the Asia-Pacific Region by the Political and Economic Risk Consultancy in Hong Kong.

The United Nations Development Program has declared Vietnam to be one of the safest places for conducting business and investment in all of Asia.

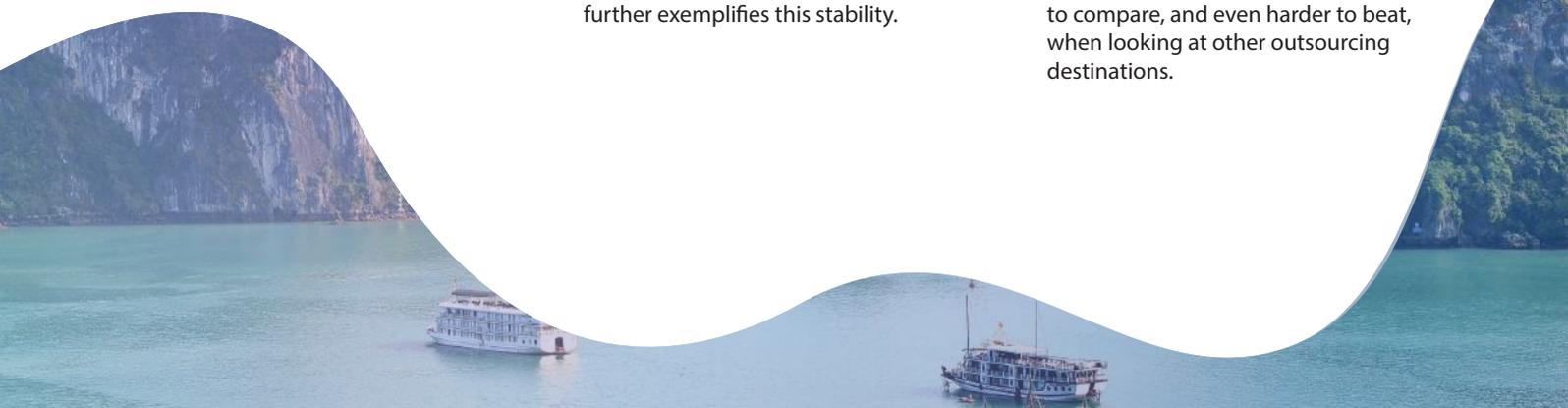
Unlike many other countries in the region, where trade wars, currency crises or governmental instability can sometimes make things unpredictable, Vietnam creates a welcoming business environment for the long-term.

Also, the Vietnamese prize loyalty very highly in their business culture, which further exemplifies this stability.

Staff turnover rates are kept low, around 6% - 8%, by ensuring opportunities for employee growth through training, and fostering a culture within the company that encourages employees to seek promotion and develop their careers within the firm.

In India, turnover rates often hit 20% within the IT and BPO services sector, which fuels wage increases there.

The level of commitment, focus and loyalty of the Vietnamese worker is hard to compare, and even harder to beat, when looking at other outsourcing destinations.





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TO REAP A RETURN IN TEN YEARS,
PLANT TREES. TO REAP A RETURN
IN 100, CULTIVATE THE PEOPLE.

— Ho Chi Minh

Making the initial decision to outsource might be easy, but finding the right partner best suited to help your company gain the competitive advantage it needs might be the most difficult part of the process.

Pure Moderation is here to offer quality resources, over 12 years experience, highly-trained and dedicated staff and unparalleled insight to make your decision an easy one.

CONTACT

W: puremoderation.com

A: Skylight Building, 125D Minh Khai, Hanoi, Vietnam

T: +84 4 3972 86210

M: hello@puremoderation.com

