Keep new digital community safe

Customer Service

Top four UK bank

UGC
content moderation

Goals

- Launch a community to make it easier for customers to share feedback and ideas about how to improve their banking experience.
- Outsource community management.
- Reassure bank executives worried about the community damaging the bank's brand.
- Respond to the service innovations of digital disruptor banks.

Solution

- Scalable support model for all community management.
- Moderation of all user-generated content.
- Ensuring respectful interactions in line with the bank's brand –frivolous user names, for example, are not allowed.
- User support during registration.

Results

- Proven working model for community values and user experience.