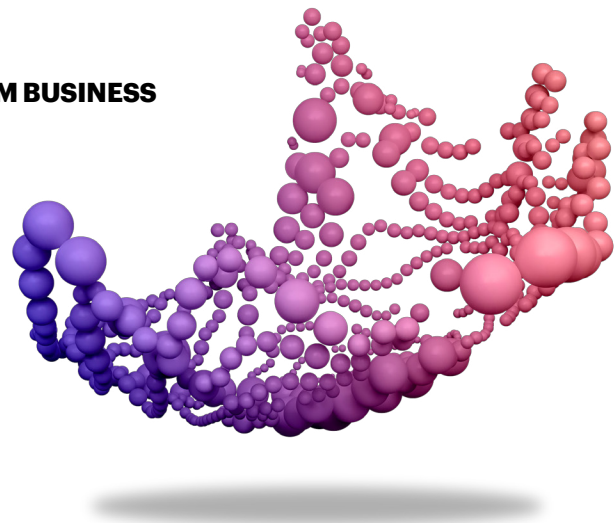


# PLATFORM ESSENTIALS

# PLATFORM EXPERIENCE



**As platform companies grow and evolve, the essence of what a digital platform is—and what it offers its users—is changing just as rapidly**

Platform companies can't ignore how users access their content and features through traditional interfaces. But they also have to pay close attention to the new digital user experience delivered through technologies like voice and AR/VR. And that's not all. The boundaries between physical and digital worlds are blurring. Breakthrough technologies are empowering human agents to interact with platform users in completely new ways. In short, it's time to develop an all-encompassing platform experience.

**HOW WE CAN HELP:**

**01 CONTENT EXPERIENCE**

**02 EDGE EXPERIENCE**

	Content must be constantly fresh, always relevant, totally safe and utterly compelling.	Platform experiences—digital, physical, and human—must provide integrated and optimized interactions for every user, wherever they are.
<b>QUESTIONS ANSWERED</b>	<p>How can I scale my content review operations efficiently ?</p> <p>How can I design, implement and update effective content policies ?</p> <p>How can I deploy AI effectively?</p> <p>How can I minimize fraud like manipulated content?</p>	<p>How can / should I evolve the platform beyond digital to physical and human service elements?</p> <p>How do I maintain quality / trust / security in an agency model?</p> <p>How do I protect the brand as my business model and services evolve?</p>
<b>SOLUTIONS</b>	<p><b>AI-powered content moderation and curation</b></p> <p><b>Policy consulting and automation</b></p> <p><b>Agent assist AI deployment</b></p> <p><b>Responsible AI coaching</b></p> <p><b>Operations effectiveness consulting</b></p> <p><b>AI assessment and planning</b></p>	<p><b>New experience design &amp; prototyping</b></p> <p><b>Policy consulting and review</b></p> <p><b>New experience security consulting / monitoring</b></p> <p><b>New market entry strategy</b></p> <p><b>AI tools for edge service operations</b></p> <p><b>Partner and customer support services</b></p>

**For more information on how our Platform Experience services can help optimize your users' experience at every stage of their journey, please contact:**

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