

VSCO Delivers Picture-Perfect CX With Help From ModSquad

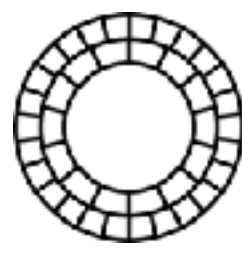
A ModSquad Customer Support Case Study



VSCO



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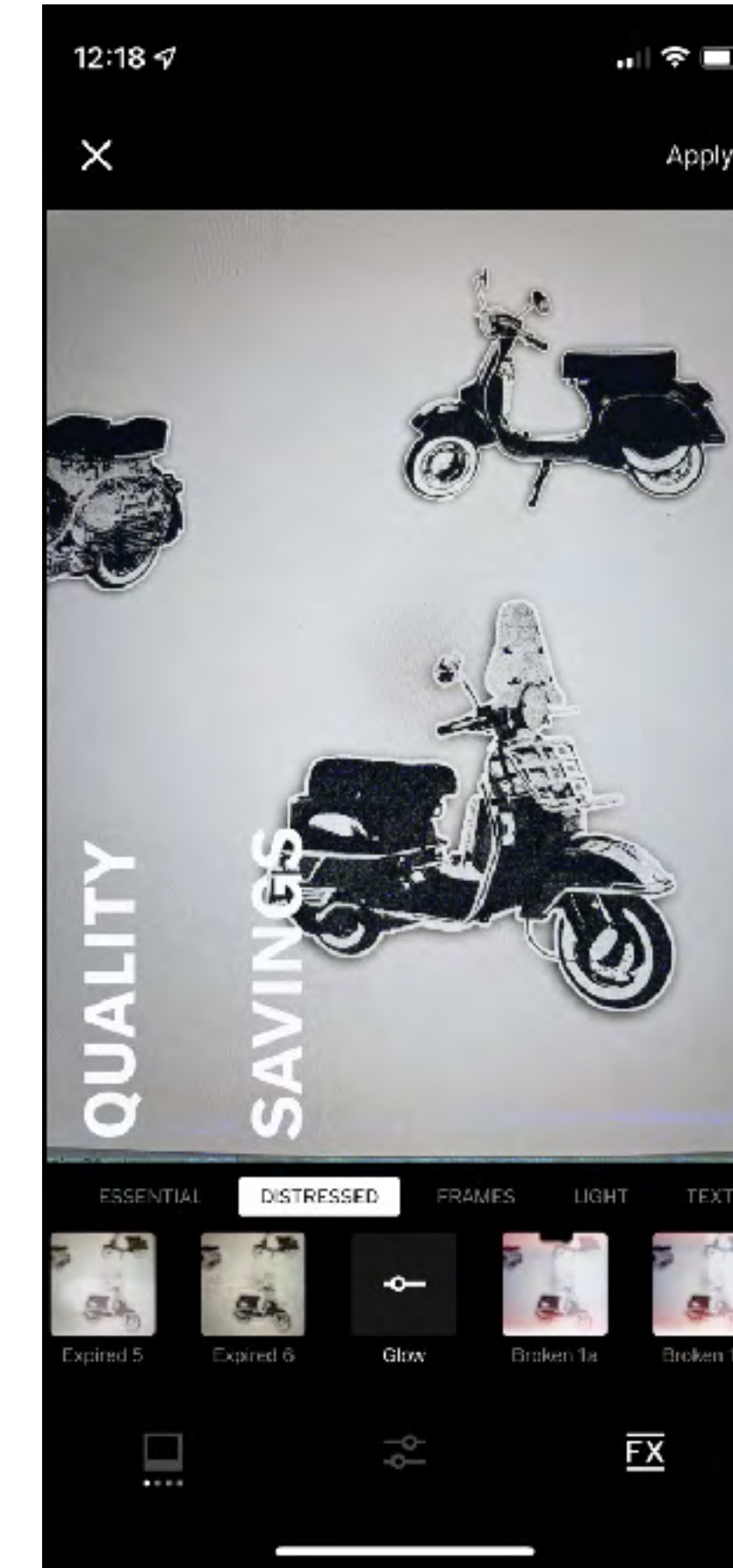
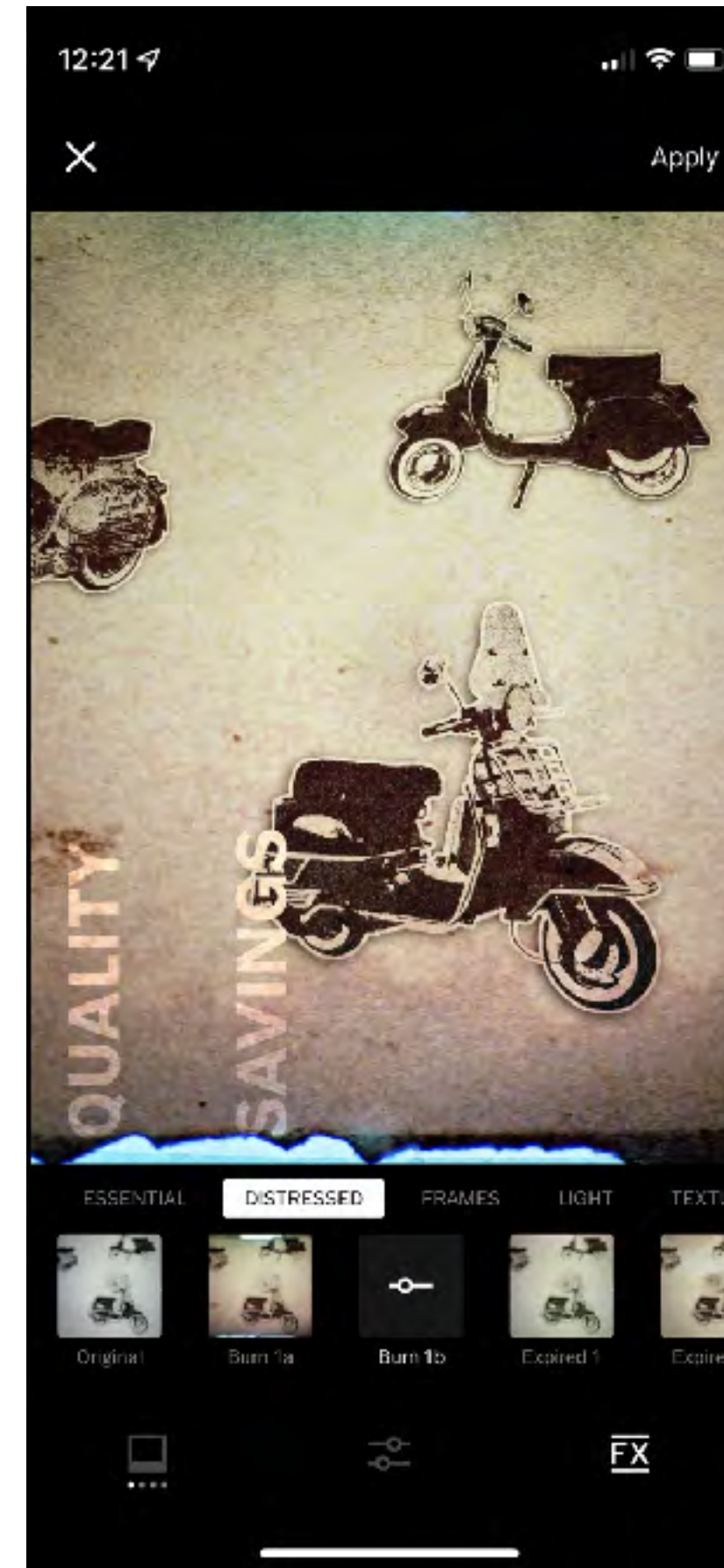


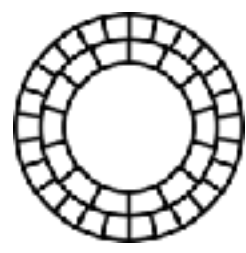
VSCO Improved CX Quality and Saved Money with ModSquad

VSCO is the coolest social media network around for creative people. But when it came time to get help with their customer support, they found that traditional outsourcing wasn't so cool: too expensive, inflexible, just not up to snuff. Tired of high cost and poor quality, VSCO looked for a modern solution. In ModSquad, they found a strategic partner that helped them save money, made their customers happy, and freed them up to focus on what they do best.

ModSquad Services Provided:

- **Customer Support (Tier 1, email)**
- **Social Media Support (Instagram, Facebook, Twitter, Discord)**
- **Content Moderation**





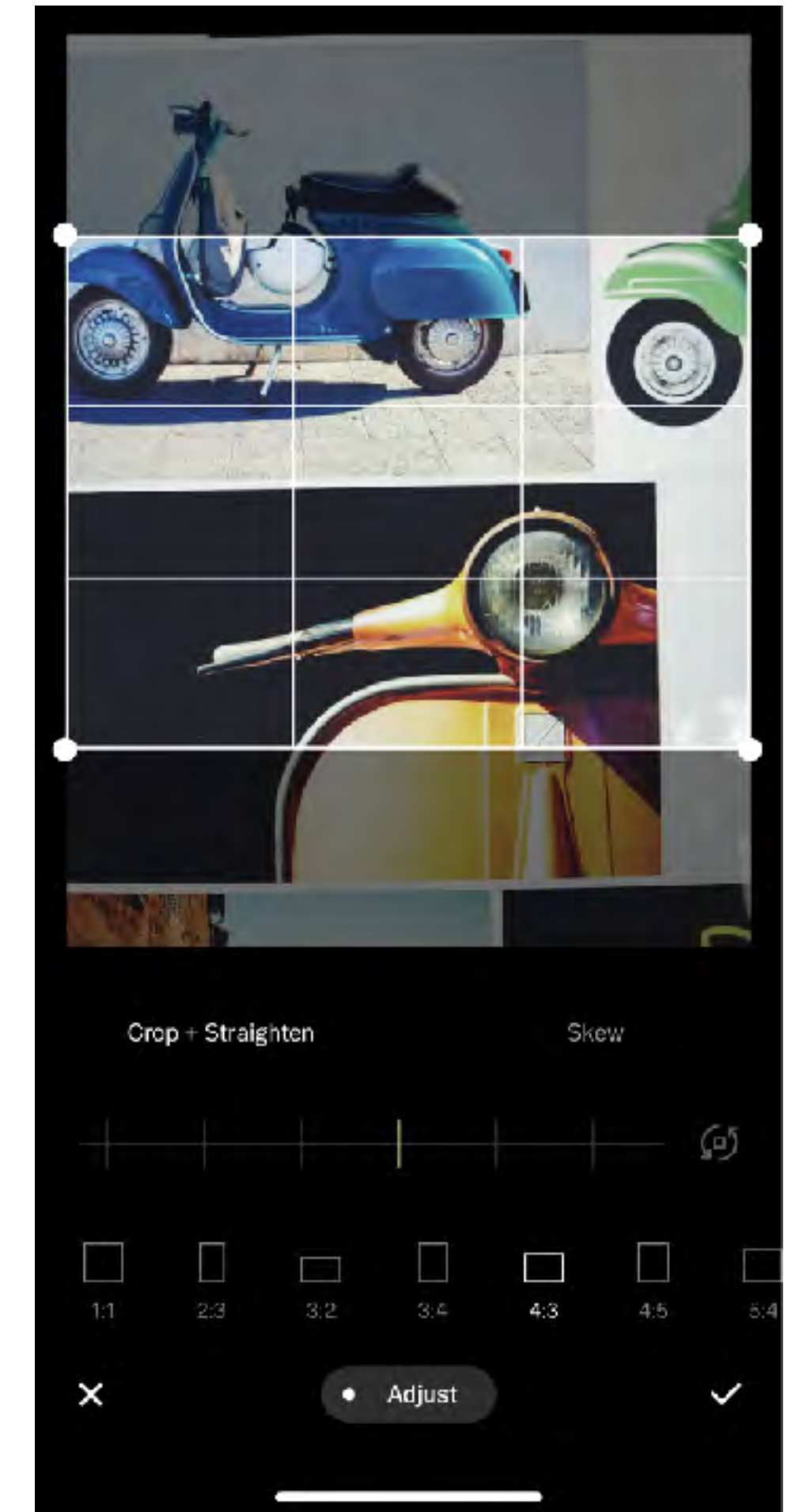
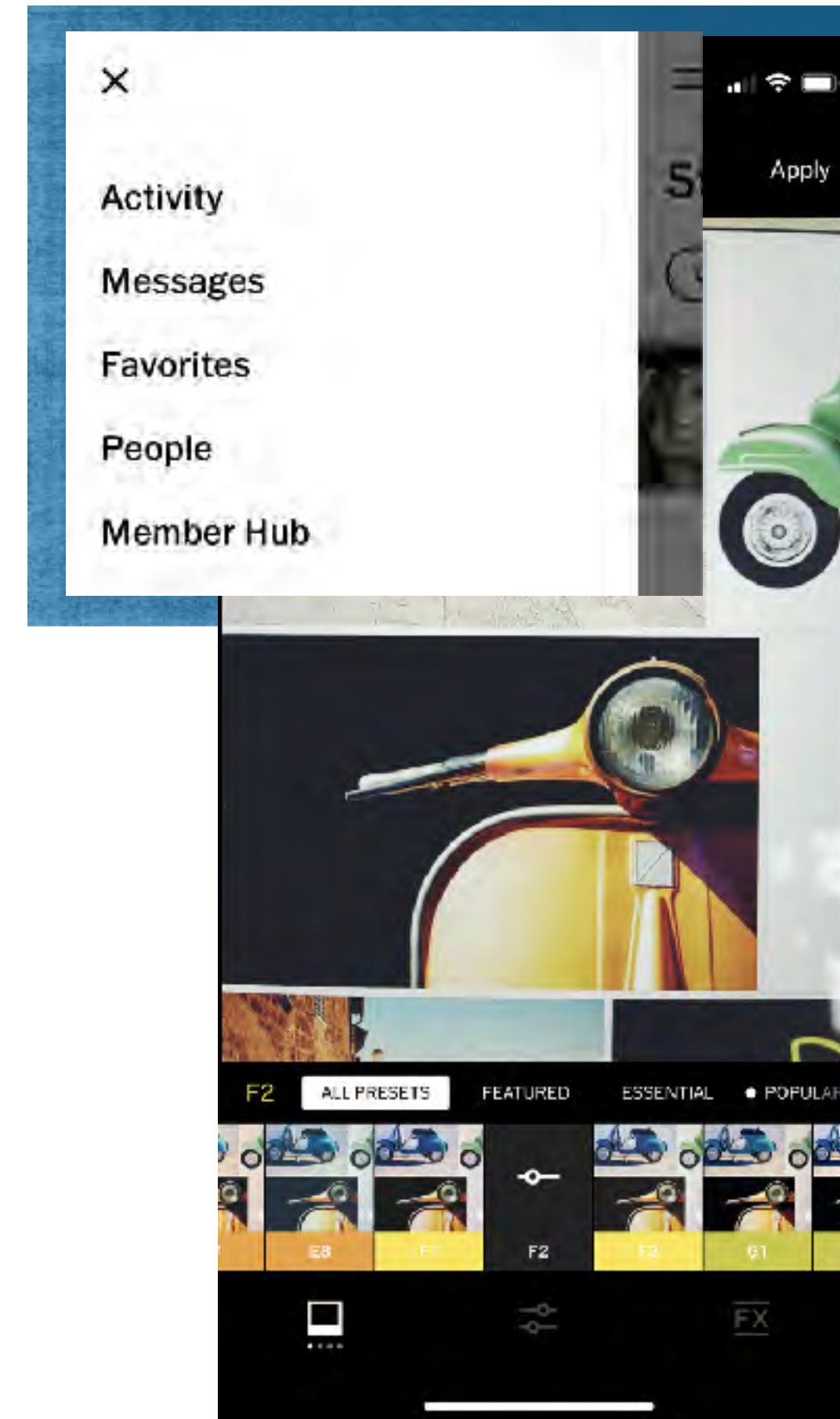
VSCO: Pro Editing Tools with a Vibrant Online Community

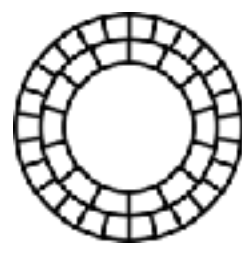
VSCO is a photo and video editing app combined with a social network.

VSCO nurtures the creative journey from start to finish and inspires creators to realize their vision. It includes premium quality filters and tools, thoughtful curation, and a diverse community of creative professionals.

More than 25 million creators use VSCO as their go-to photography editing app.

That popularity is sustained by VSCO's commitment to keeping their community happy. Not just with a great tool, but by creating an equally strong customer experience.





The Right Time

A Flexible, on-Demand, Hourly Model

Customer support volume never lines up neatly with the traditional work week or the eight-hour shift – it almost always comes in waves. To deliver CX services at the right time – to avoid being shorthanded or overstaffed – requires a flexible, on-demand service.

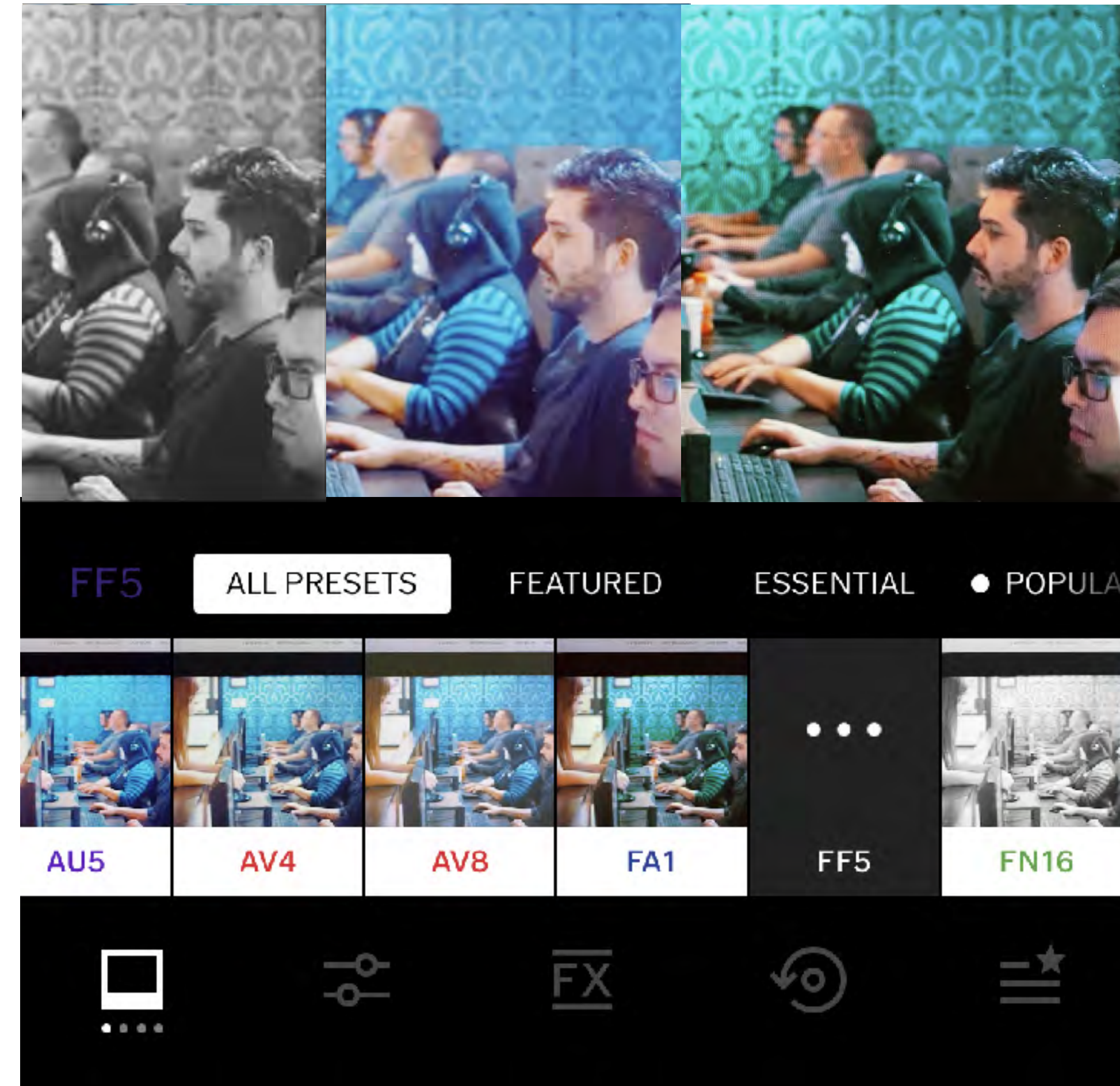
At ModSquad, we don't sell clients FTEs. We deliver services by the hour. This means that we're able to precisely schedule Mods exactly when VSCO needs them. No more games of Scheduling Tetris. No more underutilized agents waiting out their eight-hour shifts. No more wasted time.

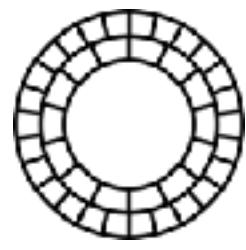
“We didn't have that before,” notes Hale. “We had part-time support agents but were unable to fine-tune their hours. So this flexibility is really nice for us.”

Like many traditional outsourcers, VSCO's previous vendor was inflexible, and it wasn't working. “If we were going to continue to scale up the support team and add more agents, we didn't want to be tied to agents that were rigidly scheduled.”

We allow clients to increase coverage and also dial it back to match demand.

“Having the ability to flex up and down is big for us,” says Hale.





Traditional Outsourcing Failed

In the early days, VSCO handled support in-house. As the app's popularity boomed, they couldn't handle the volume.

They turned to a traditional call center.

Unfortunately, they found themselves locked into a pricey contract with poor results.

“Our biggest pain point was cost. We wanted a more cost-efficient solution,” says Kyle Hale, VSCO Senior Manager, Customer and Community Success.

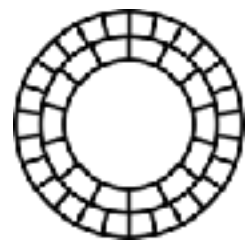
“We wanted better quality support. We were looking for higher output, with more tickets resolved in an hour. But we were also very sensitive to the quality of the responses during each customer touch point.”

This is the common problem with traditional outsourcing: paying too much for poor quality service.

“

The Mods are consistently getting 100% [QA scores], which is terrific. We're just blown away.”

– Kyle Hale
VSCO Senior Manager,
Customer and Community Success



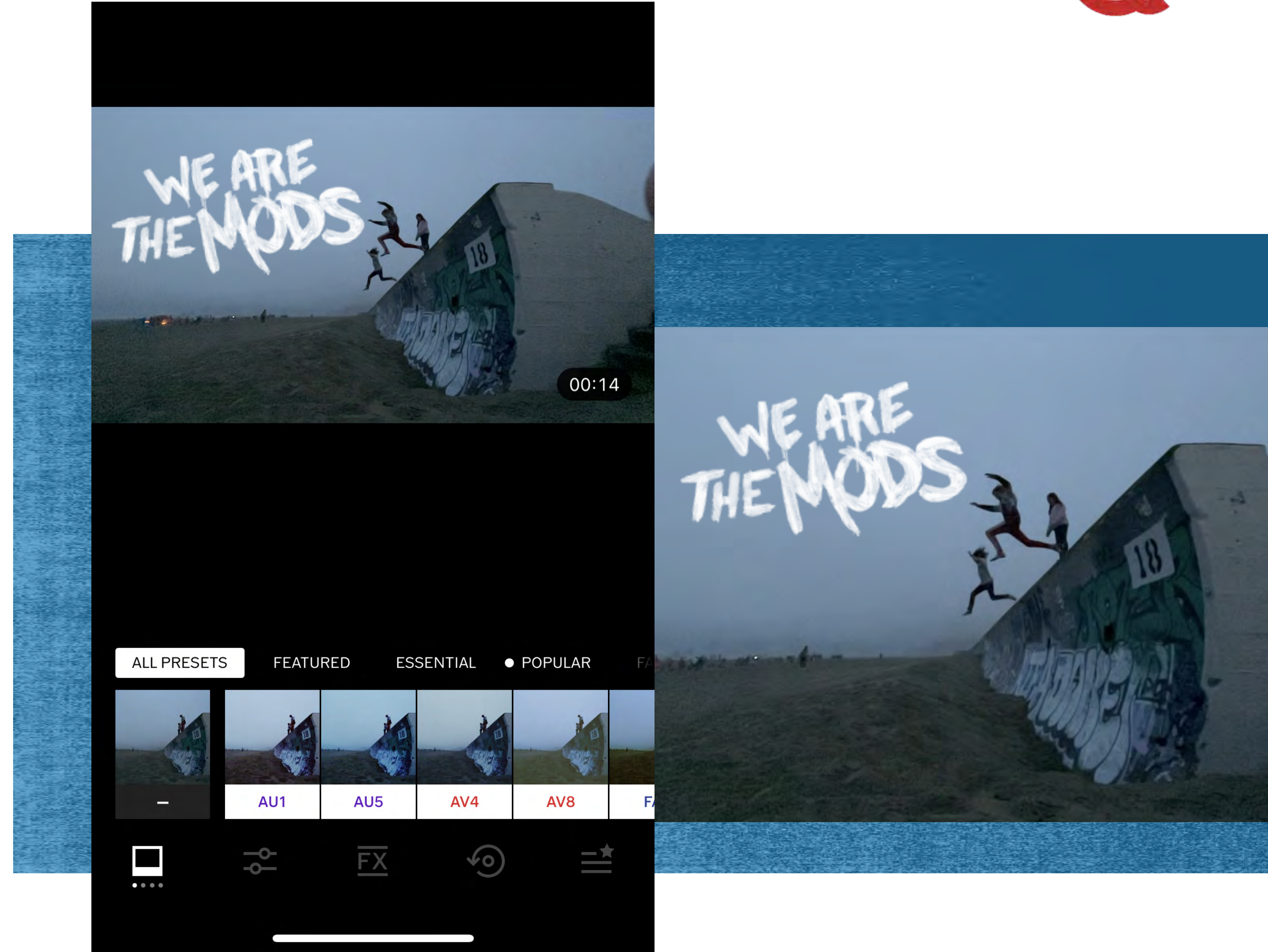
The ModSquad Solution

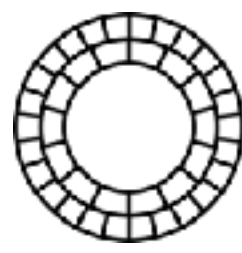
We Aren't a Traditional Outsourcer.

We believe that customer experience services need to add value to a business, not merely be cost centers. So we customize every project and tailor it to our client's goals.

VSCO's goals were clear.

The solution was equally clear: We needed to get them **exactly the right team at exactly the right time.**





The Right Team

Experts With Brand Affinity

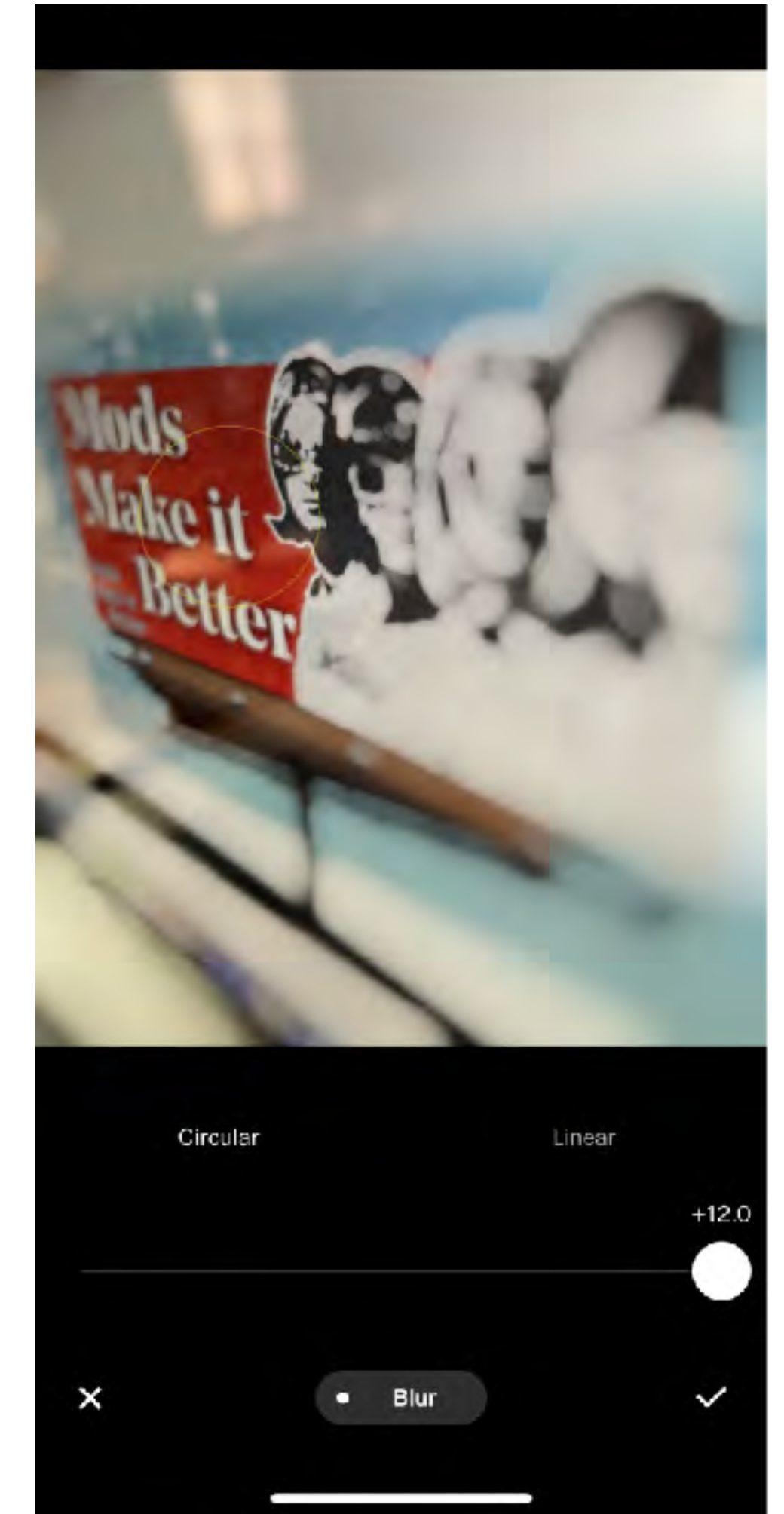
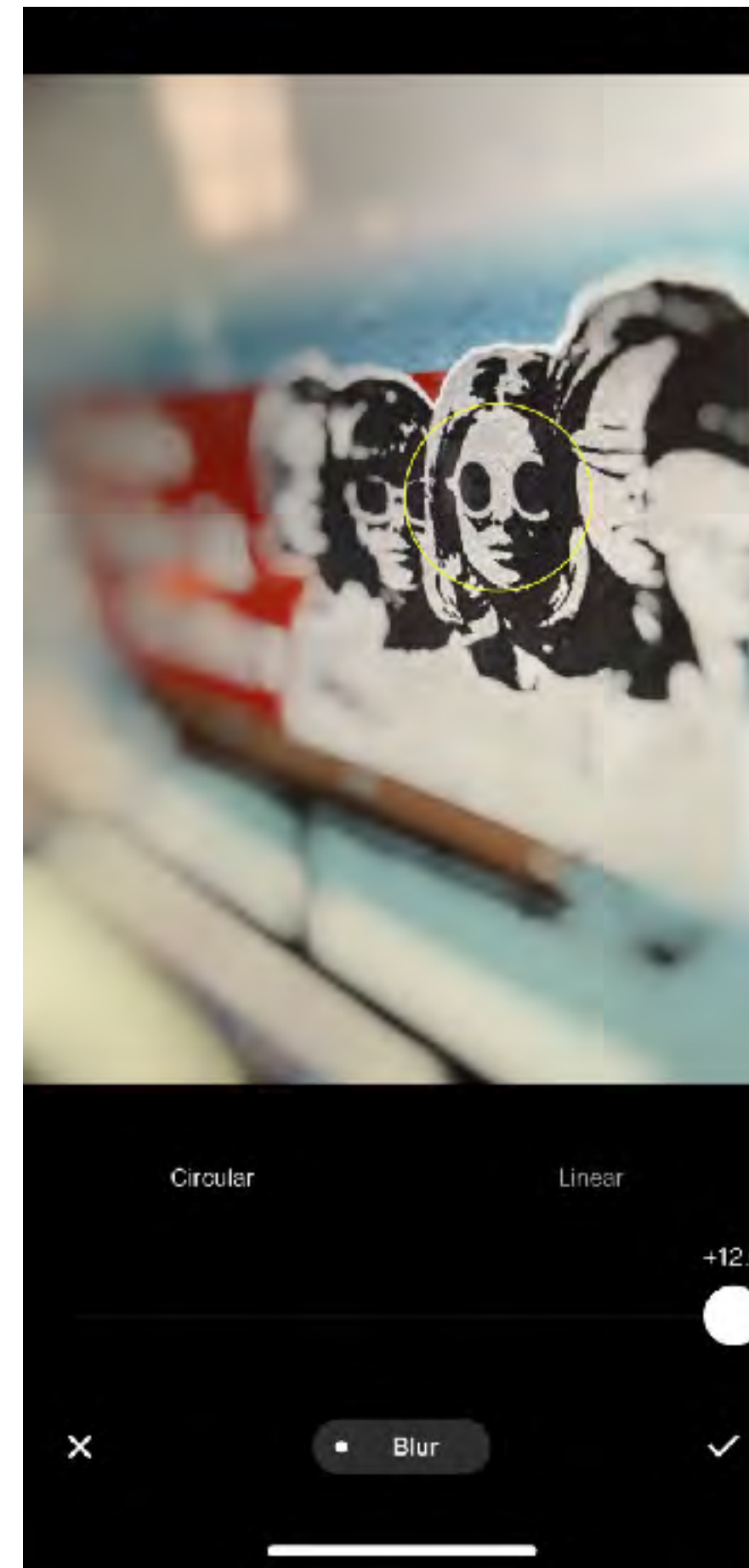
The right CS team is efficient and empathetic; a team that works quickly and understands your customers. For each project, we curate teams with the right technical proficiency and subject matter expertise.

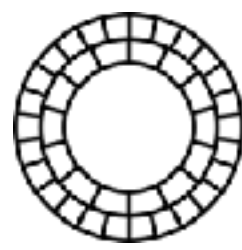
Mods aren't your typical customer service "agents." They're customer service experts with experience. They understand the tools, the workflows, and the best practices to optimize your project.

We don't assign Mods to projects – they pick the projects they want to work on. They chose to work with brands they love in industries they know. Unlike call center agents, Mods bring their enthusiasm and passion to the job. They understand the customers and communities better because they often are customers or members of the community.

Gathering a team of Mods who love using VSCO was easy.

When you have the right team, the difference is measurable. VSCO's QA scores skyrocketed. "The Mods are consistently getting 100%, which is terrific," Hale reports. "We're just blown away."





A One-Stop CX Shop

Social Media Support and Content Moderation

Based on the Mods' successful CS work, VSCO turned to ModSquad for additional services.

Social Media Support

Helping customers on public platforms requires additional skills and care – everyone is watching. You need more than great CS skills, you need social savvy. Confident in ModSquad's ability to deliver high quality support and aware of our experience in social and community CX, VSCO tapped the Mods to handle support on their social channels.

These days, you'll find the Mods supporting the VSCO community on Instagram, Facebook, Twitter, and Discord.

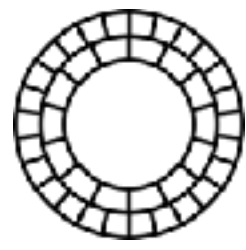
Content Moderation: Working With AI and ML

Content moderation is foundational to ensuring trust and safety on apps that feature user-generated content (UGC).

Like most companies with extremely high volumes of UGC, VSCO uses artificial intelligence and machine learning to initially scan and flag questionable content. But AI and ML always require human review. VSCO knew where to turn: the original moderation company (we are "The Mods," afterall).

These days you'll find the Mods reviewing over 9,000 items per week.





ModSquad Delivered

Lower Costs, Higher Quality

When you deliver the right team at the right time, you get efficient, high-quality CS. Costs go down, satisfaction goes up.

“Getting lower costs than from our previous vendor was a win,” affirms Hale. “ModSquad is more cost-effective. Are we getting great value for money? That’s a 100% positive yes.”

“The Mods are very professional, offering empathy and solution-driven responses. This level of quality at the cost we were paying... I’ve worked in support for over 10 years, and I was really impressed that those two things could live in the same space. It’s just not something you hear about.”



About ModSquad

ModSquad leads the Customer Experience (CX) Service industry. Top brands around the globe turn to us for customer support, content moderation, trust and safety, community management, and social media services.

Since 2007, we've been reinventing traditional outsourcing. We embraced remote and steered clear of cubicles in soulless call centers. We secure our distributed team with Cubeless, our patent-pending security platform. We deploy our services by the hour rather than saddle you with inefficient FTEs. And our Mods are so experienced and empathetic it isn't fair to call them "agents" – so we don't. We are the Mods!

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