

A woman in a light blue dress stands in a field of tall sunflowers, reaching her arms up to catch a brown hat falling from the sky. The scene is bright and sunny, with a clear blue sky and a line of trees in the background.

Moving from manual moderation to 85% automation

How Thailand's largest C2C marketplace met user expectations and boosted their UX with automation.

Intro

In 2016, Kaidee faced a serious challenge. Users were unhappy and posted negative feedback online due to lengthy time-to-site when listing items for sale on the site. At the time, Kaidee only managed to get less than 20% of the listings live within 5-minutes.

After partnering with Besedo, Kaidee transformed their old moderation processes completely and now run smoothly with both Implio filters and AI, achieving 85% automation and 94% of ads live on their site within 5-minutes.

In this case study, we will look at how Kaidee achieved high automation levels, explore their challenges, and share their results and benefits from implementing automation.

" We believe that moderation and our ad quality team are the heart of our business. And the reason they're important is because they keep the quality of my marketplace going. "

- Tiwa York, Head Coach (CEO) at Kaidee.

About the customer

Kaidee is Thailand's largest C2C online marketplace. Founded in 2011, they provide 30M users a platform to easily buy and sell anything from cars to amulets.

Operating in Thailand, they are heavily governed by tough local laws and regulations, which have forced Kaidee to work with a 100% pre-moderated approach.

27 M

Monthly visitors

8.7 M

Online listings

30 M

Users

2011

Founded

Numbers are from 2018.



Kaidee's challenges

No automation

Slow time-to-site

Diminishing UX

Outdated in-house moderation tool

Back in 2016, Kaidee ran their content moderation through an outdated in-house tool. They managed to moderate less than 20% of their ads within the targeted 5-minute SLA.

This resulted in frustrated users, who actively expressed their complaints on message boards, asking why it took so long time for their ads to be approved.

Kaidee's core platform was built in 2011 and hadn't received a major overhaul since. When looking at the platform's functionalities they realized that, if they wanted to successfully drive their business for another 5 to 10 years, they needed to update and develop their core platform significantly.

While improving the core platform, they quickly realized that rebuilding their moderation tool would be a massive undertaking. Kaidee estimated the task would take up to 6 months of development for their 30-man strong team of developers.

It was at this point, Besedo came into the picture.

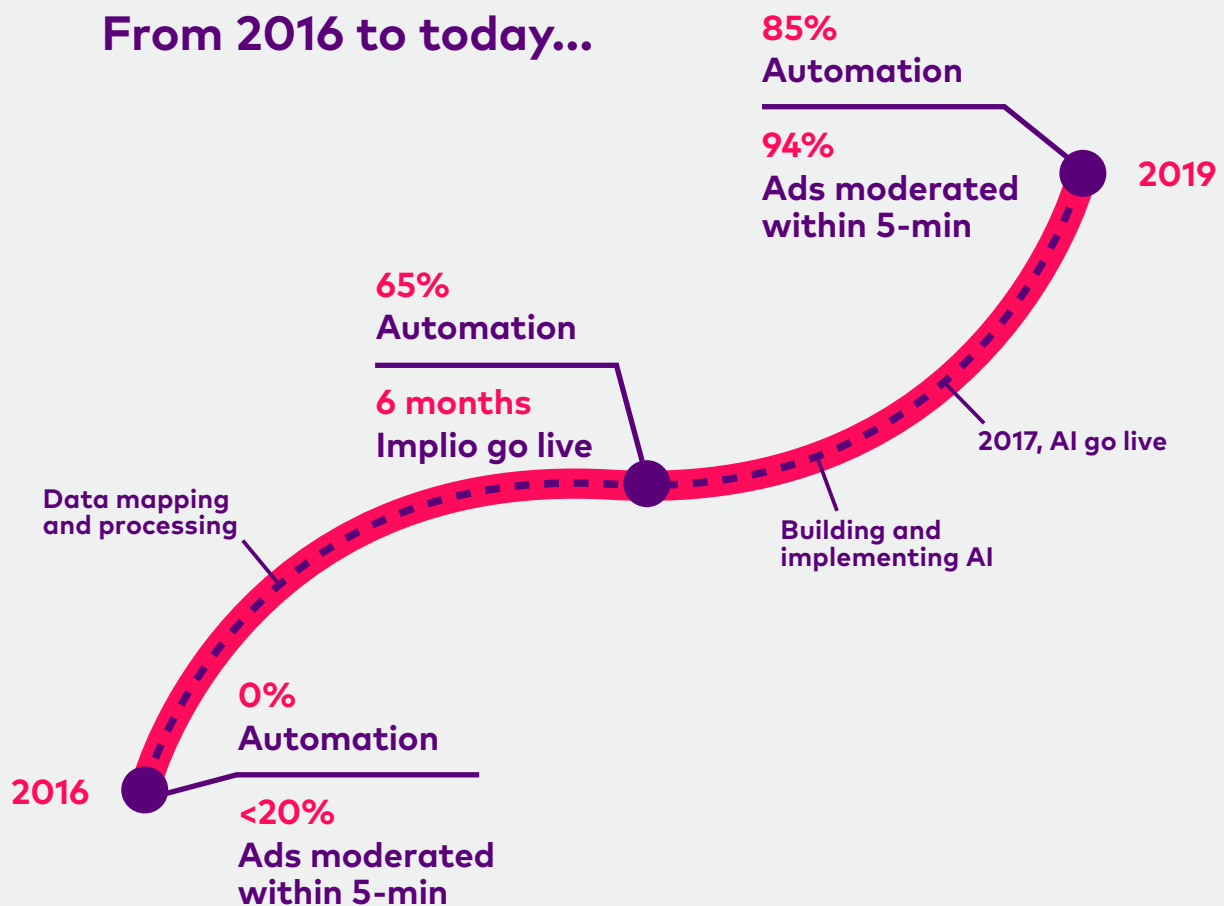
" People were complaining. They would complain on all the message boards, on Facebook, on the App Store and asking why it took so long for their ads to get approved. They wanted instant gratification. "

- Tiwa York, Head Coach (CEO) at Kaidee.

Implementation timeline

The first step was to accurately map Implio's structure with Kaidee's core platform, to ensure a smooth UX for Kaidee's internal customer service and moderation teams.

Secondly, data had to be fed into Implio to increase the accuracy and automation levels of the moderation tool. Kaidee, however, discovered a lot of garbage in their own dataset and had to clean it up to make sure Implio was fed with high-quality data.



In order to setup Kaidee's strict policies in Implio, the two companies had to carefully map how the policies would affect the moderation rules in Implio, designing the logic for what to reject, what to accept and what should go to manual moderation.

In the last step, Besedo worked closely with Kaidee to understand the team's needs in terms of UX improvements. One of the key features at the time was to increase the number of rejection reasons to meet the requirements of Kaidee. Besedo customized this part of Implio for Kaidee as part of the onboarding process.

Once Kaidee was up and running with Implio, data was used to build a tailored AI model to fit their exact needs and ultimately help raise the level of automation even further. Kaidee went live with AI moderation at the end of the summer, 2017.

" Besedo worked really closely with us to understand our team's needs. We showed them our old tool and they really worked to improve that front-end experience and the UX experience for the moderators. "

- Tiwa York, Head Coach (CEO) at Kaidee.



The result

By combining automated filters and AI, Besedo helped Kaidee automatically moderate 85% of their listings, at 96% accuracy. These results are still improving as the models are tweaked and filters adjusted with new data.

Kaidee no longer struggles to meet user expectations of short time-to-site. Today 94% of their listings go live within 5-minutes, bringing their users' instant gratification and providing sellers a great user experience.

As an additional bonus, Kaidee improved their moderation efficiencies while reducing their moderation team from 40 to 18 people.



85%

Automation



94%

**Ads moderated
within 5-minutes**



96%

Accuracy

" In terms of choosing Implio, I honestly don't know of any other platforms that can answer our marketplace needs like they do. Besedo has been a key part and a key partnership for us in moving our business forward. "

- Tiwa York, Head Coach (CEO) at Kaidee.

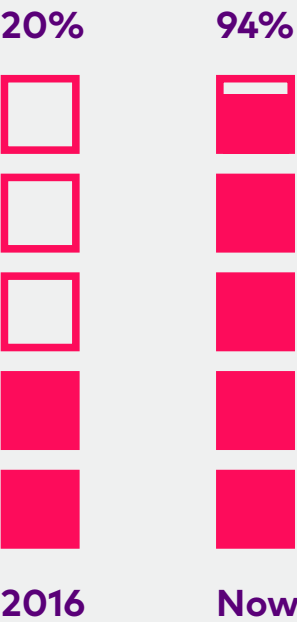


Benefits & ROI

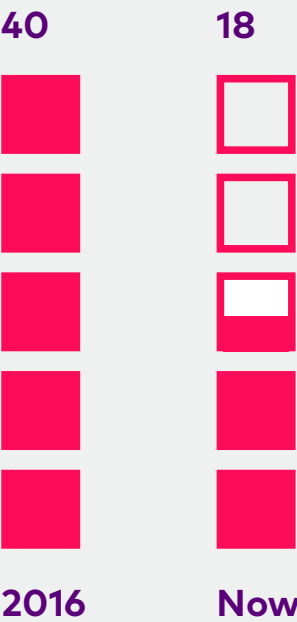
Kaidee managed to meet their users' expectations of short time-to-site and increase their UX, by improving from less than 20% to 94% of ads moderated within 5-minutes.

Reducing their moderation team with 55%, led to increased efficiencies, and enabled Kaidee to spend more time improving their fraud detection, moderation policies, and marketplace quality.

Ads moderated within 5-minutes



Manual moderation team reduction



On top of this, Kaidee saved precious dev time and the risk of dedicating their entire team of developers to 6 months spent rebuilding the old tool. Time that instead was utilized for building new features for their core platform.

With a high level of automation in place, slow time-to-site became a non-issue. As a result, Kaidee saw improvements in both user acquisition and retention.



6 months saved development time



Improved UX, slow time-to-site a non-issue



Improved acquisition and retention

" It allows my tech team to not have to build this whole tool and actually maintain it. We get a lot of cost savings, in terms of our tech time because that's offloaded to Implio."

- Tiwa York, Head Coach (CEO) at Kaidee.





A flexible, communications driven partnership

As one of the first marketplaces ever to integrate with Implio, Kaidee helped shape the tool it is today.

Together we took on the journey, and the challenges we faced back in 2016 have been a great foundation in improving both Besedo's solutions and Kaidee's internal processes.

The integration challenges from 2016 are now long gone, and today Besedo's solutions are well adapted to cater to most marketplace's needs, a lot of it thanks to our partnership with Kaidee.

" What I really like about Besedo is their responsiveness in supporting Kaidee and continuously improving Implio. "

- Khuntida Srisinsamut, Moderation Assistant Manager at Kaidee.

About us

Besedo empowers online marketplaces to grow with trust by enabling their users to engage fearlessly with one another.

Since 2002, Besedo has partnered with online marketplaces of all sizes, across the globe to help them create user trust, better quality content and better user experience in the digital world.

To achieve this, Besedo uses a combination of AI moderation, automated filters and human moderation. Besedo also provides its partners with actionable insights related to both users and content, allowing them to adapt and evolve their product faster and stay competitive.

Learn more at besedo.com



Looking for your own tailored moderation solution?

[Reach out today](#)

More resources

- [Video: Kaidee's journey to improved UX using automation](#)
- [Video: from 0% to 94% automation](#)
- [Case Study: From 0% to 94% automation](#)
- [6 reasons why our moderation AI is unique](#)
- [AI moderation: get to know the basic concepts](#)
- [Buy or build? the decision whether to outsource your content moderation or not](#)