

# Scaling Educational Quality

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## CASE STUDY

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Hugo is the largest specialty provider of trust & safety & community management solutions. Providing more than just outsourcing – we offer the exceptional support and innovative solutions you deserve to reach your goals and redefine success in your industry.

# Scaling Educational Quality

How Hugo helped Outschool Sustain Growth through Strategic Content Moderation

## The Client

Outschool operates an online education marketplace connecting independent teachers with students for small group classes on diverse topics ranging from math and science to languages, arts, and more.

## Addressing Key Challenges

1. **Application and Listing Backlog:** Outschool faced a backlog of over 7,000 teacher applications and new class listings awaiting review within one week, resulting in inconsistent vetting decisions, lengthy delays, and frustrated applicants.
2. **Quality and Safety Concerns:** The backlog raised concerns over unchecked listings and under-qualified teachers gaining access, posing risks to child safety and class quality control.
3. **Rapid Response Time:** Outschool aimed to address all new applications and class listings within 24 hours, a daunting task given the high volume of submissions.

## Hugo's Strategic Solutions

Through a meticulously designed and implemented strategy, Hugo helped Outschool overcome its immediate operational hurdles and established a scalable, sustainable model for ongoing content moderation and teacher vetting.

1. **Assembling an Expert Review Team:** Understanding the nuanced requirements of Outschool's educational content vetting process, Hugo assembled a specialized team of experienced educators as subject matter experts. These experts were equipped to critically assess prospective teachers' qualifications and evaluate the suitability of proposed class content, ensuring only qualified educators and appropriate content gained approval.
2. **Designing a Customized Approval Rubric:** In close collaboration with Outschool, Hugo developed a comprehensive approval rubric that standardized the evaluation and decision process for reviewing teacher applications and new class listings. This rubric upheld Outschool's high standards for quality educational content and child safety. By formalizing these criteria, Hugo streamlined the vetting process while maintaining the integrity and educational value of Outschool's offerings.

This dual focus on efficiency and excellence allowed Hugo to effectively address Outschool's backlog, swiftly processing thousands of applications and class listings.



“Hugo's approach didn't just meet our expectations...it redefined them, proving that even the most daunting challenges can be turned into opportunities for innovation and growth”

– Tristram Hewitt, Head of Operations

## Key Metrics: Driving Quality at Scale

### Efficient Processing and Review Times

- Teacher Applications: To date, Hugo reviewed over **25,000** applications, with a median response time of 40 minutes and average handling time of only 3 minutes, well below the 6-minute goal.
- Class Approval Requests: Hugo processed more than **215,000** requests, with a median response time of 30 minutes and average handling time of 1 minute, surpassing the 4-minute target.

### High Standards of Quality

- Quality Reviews: Utilizing Klaus quality tool, Hugo achieved 97% approval for teacher applications and 70% approval for class listings, indicating high review process quality.



**25,000**

Applications approved



**215,000**

Class listing approved



Hugo's partnership with Outschool demonstrates how strategic outsourcing can overcome operational hurdles. By offering specialized expertise via a tailored approach, Hugo helped clear backlogs, streamline vetting, and maintain high educational standards - facilitating Outschool's continued growth and delivery of enriching digital learning amid industry evolution.

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# Let's enable safer spaces. Together



## Meet John

Content Moderator

Avg. 22 Applications Verified Per Day



***“Context matters; it’s important to take the time to examine the full context of user behavior, the nature of the content, or the history of activity before making a decision.”***

### Degree:

BSc. Accounting, *Middlesex University*

### Years @ Hugo (Experience):

3.5 years

### Age:

27

### Professional Experience:

Hugo – T&S Agent **OUTSCHOOL FAITHFUL**

GT Bank – Customer Service Representative

### Passion:

Kayaking, gardening, movies

### Fun Fact:

John is Hugo’s resident green thumb in charge of our very own herb garden at the office

### Other:

Proficient in Hive, Hootsuite, Zendesk, Brandwatch, Hubspot, Hype Auditor, Zoho, Slack, Trello

# Let's enable safer spaces. Together



## Meet Andrew

Fraud Investigator

98.9% Avg. Quality Score in 2024



*“It's important to investigate without bias. Approach each case with objectivity, follow guidelines and evidence-based analysis to ensure is unbiased.”*

### Degree:

BSc. Anthropology, *University of Cape Town*

### Years @ Hugo (Experience):

5 years

### Age:

29

### Professional Experience:

Hugo – T&S Lead **gopuff** **QUADPAY**

AXA Mansard – Claims Investigator

### Passion:

Cybersecurity, true crime documentaries

### Fun Fact:

Andrew is a volunteer mentor and career coach to young graduates

### Other:

Proficient in Hive, Zendesk, Quickbooks, Stripe, Shopify, Hootsuite, Slack, Trello