Trendskout
READY TO USE AI PLATFORM

How DPG Media uses Artificial Intelligence

for moderation, customer service and premium selection

Automatic moderation and customer service

Media companies process large quantities of text, photos, videos and numerous metadata every day. On top of this there is often a huge amount of information from online channels such as websites, social media and data from apps.

In addition, media companies are responsible for the quality of the content and the online interactions of users.

Text and speech recognition as a tool

Specific AI applications such as text and speech recognition enable media companies to process all this data automatically, analyse it and link the right actions to it. This makes moderating reactions and servicing customers more efficient.

In this white paper you can read how DPG Media uses AI and find 6 practical applications of these AI techniques that are specifically relevant for media companies.

Automatic moderation with AI for DPG Media

Where many news media decided in recent years to completely disable reactions, Het Laatste Nieuws (part of DPG Media) took a different approach.

Recently, Trendskout's AI platform moderates readers' reactions by immediately filtering inappropriate reactions and by referring doubtful cases to a human moderator.

Key pain points

- Moderation of reader reactions was not a core business of HLN or of News City (part of DPG Media).
- Full-time internal moderators as outsourcing cause considerable labour costs.
- Fully manual moderation offers relatively little job satisfaction. Unexpected peaks in reader reactions were difficult to cope with manually.
- Ratings of individual moderators are impossible to be 100% consistent and objective.

Fast-tracking for maximum ROI

- Functional proof of concept by Trendskout software with real company data within a few days.
- Trendskout software autonomously constructed a suitable model based on text (natural language processing) and sentiment analysis.
- Follow-up project of three months fully operational within four weeks after green light from HLN management.
- No risky technical integrations or platform migration.

250,000 responses per month

Kurt Minnen, managing editor and Heiko Desruelle, digital manager of HLN explain the collaboration.

"Every day, we publish more than 700 articles on our news website. Together they account for almost 250,000 readers' reactions per month", Kurt Minnen explains. As managing editor, Minnen is the pivot between the newspaper editors and the technical teams behind the website.

"With our extensive comments section, HLN distinguishes itself from other news media. In the past, a team of permanent staff and a few temporary workers checked all readers' reactions manually. For three years now, we have been working together with an external agency".

"**Trendskout algorithm is our first line of defence against inappropriate reader reactions;**" **Kurt Minnen, Het Laatste Nieuws**

Pressure on moderators

"Active moderation does come with a cost, of course," clarifies Heiko Desruelle, digital manager at HLN. "A full-time team is not cheap. Content-wise, it is not always easy either. All moderators first receive training on our internal selection criteria for reactions. Although the rules of conduct are clear, a lot remains open to interpretation.

Not all reactions are black and white

Hate mail and racist comments are of course unacceptable and will be rejected immediately. We condemn them immediately, but other comments are a lot less black and white. much less black and white. It often depends on the moderator on duty whether a service if a particular comment is allowed or not.

Popular posts generate a flood of reactions

The job can also be stressful. Popular articles quickly lead to a flood of reactions. That kind of peak puts a lot of pressure on moderators. And that is exactly where Trendskout's artificial intelligence proved to be helpful."

Within four weeks Trendskout had a live test case running on the HLN website." Heiko Desruelle, Het Laatste Nieuws

Clear, low-cost AI solution with immediate ROI

"A solution that could reduce the workload of our team without much fuss or investment was more than welcome," Desruelle continues. "When Trendskout first came to us, I challenged them with an old dataset from our website: could Trendskout's AI platform work with that immediately, without any further info? Amazingly, that turned out to work immediately."

No lengthy implementation

Minnen adds: "Trendskout proved to be a breath of fresh air compared to other AI platforms and expensive consulting firms, which required lengthy implementation processes. For the content moderation on HLN, we simply wanted a clear, cheap solution that could give us an immediate ROI, and that's it.

Live test case within four weeks

Within less than four weeks, Trendskout had a live test case running on our website. It was an immediate success. Forty per cent of the readers' reactions are now automatically rejected by the algorithm, while doubtful cases are neatly passed on to a human moderator".

Formula for the selection of premium items

Desruelle continued: "We also want to leverage Trendskout's AI platform to help us with another thorny issue: the HLNpaywall. Currently, our editors place articles behind a paywall based on their own experience. This manual selection often turns out to be more guesswork than we would like. We would like to see if the Trendskout-AI can discover the winning formula for the selection of premium articles."

Creative application without risky investments

"That is precisely the beauty of the Trendskout platform," Minnen continues. "We can get creative ourselves to tackle concrete business problems, without fuss or risky investments. That gives us a crucial advantage in today's competitive media landscape."

Results in figures

- 40% automatic rejection of responses.

- 40% reduction in workload for human moderators.

- Follow-up project on the same platform in progress within three months after introduction of AI moderation.

The Trendskout AI software simply does what it promises. That ensures ROI from day one."

1. Automatic moderation

Readers' reactions to news items are not only food for discussion on the newspaper websites themselves, but also outside of them. Readers can be tough and not all reactions are therefore suitable for publication.

Balance between public participation and civilised debate

Many editors struggle with the question of how to maintain the balance between sufficient participation and civilised debate in comment sections.

AI uses text and speech recognition to pick out the rotten apples for human moderators.

2. Automate customer service

Supporting customers is crucial but often labour-intensive as questions from different types of customers overwhelm support departments.

Interpret, filter and respond

Provide your customers with the best service through automated support flows, including speech and text recognition. This technology converts conversations into text in real-time, aiding in interpreting, filtering, and responding to emails and interactions across online channels.

The gain: control over communication and new customer insights

This way, you avoid time-consuming manual work and maintain full control over your lines of communication. Moreover, the analyses provide new customer insights and help to determine the strategy for further streamlining the helpdesk.

3. Advanced prediction

Detecting events that are difficult to predict is very difficult for media companies. Think of unexpected changes in reader behaviour or sudden cancellations of subscribers. Text and speech recognition technology provides valuable insights into business processes and customer feedback.

Visualising insights from analyses

Processing all speech and text manually, however, is a hopeless task and classic IT tools fall short. With various advanced analyses that visualise these insights, you can take further action or automate certain parts of the process.

4. Other applications for media companies

Conversion optimization

AI text and speech recognition detects hidden connections between content, channels and users and suggests appropriate actions that increase the chosen conversion goals.

Impact analysis

Expose the underlying drivers that drive reader behaviour. How much impact does a possible layout change have? What is the best call-to-action?

Categorising images

Categorise images based on specific objects and determine how these images should be processed.

Also working with AI text and speech recognition?

Do you see opportunities for your media company for text or speech recognition, but did the large investment stop you?

With the Trendskout AI software platform you can set up advanced AI use cases quickly and inexpensively.

Contact us directly for a free demo!

Free Demo