

3rd largest pizza delivery chain in the world tackles hate speech with CleanSpeak

A Papa John's employee printed the racial slur N***** in place of a customer's name on a pizza box delivered to the customer's home. This serious incident was taken to social media and reached the press causing a wave of backlash for the company. Papa John's issued an apology and fired the employee in response.

“ This action is inexcusable and doesn't reflect our company values. After an internal investigation, we identified the cause of the issue and the employee is no longer a member of the Papa John's team. We sincerely apologize for the insensitive behavior of this individual.

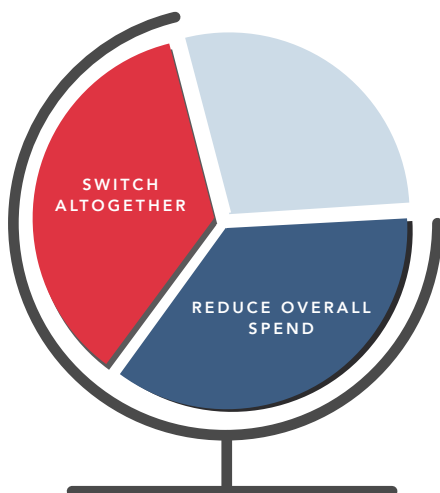
Peter Collins ”
Senior Director of Public Relations

Unfortunately, this isn't the first time an incident like this has happened. In 2012 a Papa John's employee typed in a racial slur to identify an Asian customer.

Better Ingredients. Bigger Lawsuits.

One inappropriate piece of content has the potential to become a PR nightmare and a financial strain. Incidents like this can cost corporations millions of dollars each year in litigation and payouts.

A New Jersey woman of Korean descent sued CVS for \$1 million after claiming that a store employee used a racial Asian slur on her receipt.



72% of customers who have a negative customer service experience

The Center For American Progress reports discrimination based on race, gender or sexual orientation costs businesses an estimated \$64 billion annually. Unfortunately, the bad news does not stop there. Customer satisfaction and sentiment is crucial to the success of a business. According to a study conducted by the Cisco Internet Billing Solutions 72% of customers who have a negative customer service experience either reduce their overall spend or switch altogether.

Customer retention is the key metric to revenue and growth. A wave of bad press that causes even 0.1% customer attrition could impact revenue by \$1M for every \$1B in annual revenue.

“ Hate speech incidents have a massive impact on revenue for any company. **A solution to prevent future problems that impact revenue is now a business requirement.** ”

Brian Pontarelli

Founder & CEO of Inversoft

Papa John's Engaged Inversoft to Solve This Problem

Papa John's needed to catch inappropriate content from slipping through the cracks of their POS system and found immediate value in CleanSpeak.

They tested CleanSpeak on their POS system and proved that it would prevent profanity and hate speech from appearing on receipts going forward. Inversoft's enterprise-scale filtering and moderation software gave them 100% confidence to know that inappropriate or unwanted content would no longer go through to their customers, eliminating the risk of future PR disasters.

Protect Your Brand

Positive communication with customers is the key to success. Companies are now able to connect with customers more frequently through multiple, diverse channels. As a result, it is no longer possible to use employees to pre-screen all communications.

For over a decade, companies ranging from startups to the Fortune 500 have turned to Inversoft to keep customer communications clean and productive. CleanSpeak makes it easy for companies to confidently leverage user-generated content without fear of offensive or inappropriate content reaching their customers.



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