



TrustCon 2025 brought together global leaders in T&S across platforms, vendors, regulators, and support services. Zevo was proud to host and participate in sessions on emerging threats, industry standards, and wellbeing challenges.

This whitepaper **highlights five core insights** that our team gathered from attending sessions throughout the week and speaking with peers. These insights are reinforced by data from the TSPA Global Compensation Report. Together, they reflect a field that is evolving quickly but still struggling to keep pace with the human cost of the work.

AI IS ACCELERATING RISK, NOT JUST EFFICIENCY

As AI transforms content moderation, it's not only streamlining detection, it's reshaping the emotional burden. What's left for humans is harder, greyer, and riskier: ambiguous decisions, synthetic deception, and emotional spillover from AI-created content.

This shift increases:

- Cognitive strain, as humans second-guess opaque AI decisions
- Vicarious trauma, especially when moderating AI-generated abuse
- Misinformation fatigue, as workers are exposed to persistent false narratives

Without explainability or psychological buffers, AI can deepen emotional risk, particularly in environments already stretched thin.

THE T&S EXPERIENCE IS GETTING HEAVIER

TrustCon made one thing unmistakable: T&S work today is not just about removing the clearly harmful. It's about interpreting intent, navigating grey areas, and weighing the societal impact of each decision. Professionals are now making high-stakes judgment calls on misinformation, hate speech, and AI-generated content with limited context and increasing pressure.

This shift is not just operational, it's emotional. One panel discussed how burnout leads to critical errors, with estimates that 1 in 3 burnt-out workers are more likely to overlook harmful content. Yet most organizations still track usage, not wellbeing. Output is measured, but impact is ignored.

The volume of content being generated by AI is creating additional pressure for moderation teams, while productivity targets are increasing simultaneously with volumes, leading to cognitive overload.

SYSTEMIC WELLBEING IS STILL LAGGING

Many organizations still treat wellbeing as an optional benefit. But data and experience show it's essential for maintaining performance under pressure. This applies across the board, from frontline teams to QA and enforcement, investigators, and policy specialists, all the way to team leads. The TSPA Global Compensation Report showed that only 1 in 3 respondents received benefits specific to the risks of T&S, and mental health support was the most requested but inconsistently delivered.

While digital apps and EAPs are commonly offered, few are tailored to the reality of T&S work.

Panelists and practitioners called for:

- Clinical approaches specifically developed for T&S professionals
- Embedding wellbeing across the full employee lifecycle
- Trauma-informed leadership and targeted training
- Effective communication strategies to ensure professionals are aware of available support and how to access it

Systemic wellbeing must move from “support” to “safety infrastructure”, especially in high-risk, high-stakes roles.

SHARED RESPONSIBILITY IS THE ONLY PATH FORWARD

Sessions across AI, enforcement, and policy made one thing clear: no single company can solve T&S challenges alone. Collaboration between platforms, vendors, regulators, and civil society is now essential, particularly when it comes to care.

This includes:

- Occupational psychological services as part of contracted BPO services, ensuring vendors provide appropriate care infrastructure
- Co-created wellbeing frameworks, especially for BPO and contract teams
- Shared standards for moderator safety audits and trauma prevention
- Transparency around AI use and its downstream human impact

The most progressive orgs aren't waiting for regulation, they're building shared systems of accountability now.

GLOBAL WORK, UNEQUAL SUPPORT

T&S is global but the benefits, recognition, and protection aren't. According to the TSPA report:

- 72% of managers are based in North America
- Professionals in APAC and LATAM often receive no access to mental health benefits
- Contingent workers, often in the Global South, are the least supported, despite facing the same exposure

The call at TrustCon was to move from post-hoc localization to true co-creation. Programs need to be designed with cultural nuance, flexible delivery, and local voices at the center.



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WHAT COMES NEXT

If there's one thing TrustCon 2025 made clear, it's that the wellbeing of Trust & Safety professionals can't be treated as an afterthought. As AI accelerates change and regulatory scrutiny intensifies, the human cost is rising, quietly, but undeniably.

The organizations setting the pace aren't waiting for mandates. They're embedding care into infrastructure, designing with local context in mind, and treating psychological safety as a shared responsibility.

Supporting T&S professionals isn't just the right thing to do, it's foundational to trust, performance, and long-term sustainability.

Upcoming Webinar

It Takes Three: Rethinking Partnership in T&S Wellbeing

What happens when organizations, wellbeing providers, and T&S professionals work together to co-create meaningful mental health support?



Wednesday, 27 August, 2025
4:30pm GMT

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