

CASE STUDY



Emma Payne, MSc
CEO & Founder
Help Texts

About Help Texts: Help Texts offers personalized text message support for grief, caregiving, burnout, and other life challenges. With subscribers in 57 countries and all 50 states, their services are offered through partnerships with organizations including hospices, tissue banks, charities, and hospitals.

"The compassion our team shows to our customers cannot be faked with AI. We're glad to partner with Credtent to validate that our work is created by some of the most inspiring and concerned people you could imagine."

-Emma Payne, MSc



PROBLEM



Organizations partnering with Help Texts questioned whether messages were truly human-composed, and uncertainty was impacting Help Texts' ability to expand their partnerships.

- **Client Concerns**
- **Trust Barriers**
- **Mission at Risk**

SOLUTION



Help Texts partnered with Credtent, a Third-Party Validator, to rigorously test and validate the human authorship of all Help Texts messages.

- **Expertise in Ethical AI**
- **Multi-Tool AI Detection**
- **Human Editorial Review**

Passing validation, Help Texts was given the Certified Human-Composed Creation (HCC) Badge.

RESULTS



Help Texts obtaining the Certified HCC Badge resulted in:

- **Increased Client Confidence**
- **Enhanced Credibility**
- **Strengthened Partnerships**
- **Mission Alignment**

About Credtent, Inc.

Credtent is a Public Benefit Corporation that enables creators to exclude their work or profit from AI by setting fair licensing terms for responsible companies seeking credible, unbiased training data. The company offers free Opt-Out of AI training and licensing opportunities for creative people, content valuation services, compliance for LLMs, and badges to encourage AI transparency and ethical sourcing. For more information, please visit: credtent.org.