



# Turn Chaos into Opportunity for Customer Support!

Shape Your Content Around  
Customer Needs with Acrolinx

acrolinx



The best part of customer support is providing the answers customers need, so they can feel independently successful with your product.

73% of consumers want to solve product and service issues on their own according to the Aspect Consumer Experience Index. Nearly a third of all consumers would rather “clean a toilet” than talk to customer service. Ouch! Great customer support provides content that addresses customer needs, so they can feel independently successful with the product and service.

From technical documentation to support and training materials, you need a clear and consistent message across different teams and locations. Acrolinx helps you deliver a more consistent message through your user interface or online service center by giving your support teams one clear voice.

Acrolinx guides your support team to write content that’s clear, consistent, and usable. With Acrolinx, customer support teams can reduce customer calls, close tickets faster than before, and determine how well their content meets customer needs.

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## Acrolinx: One Clear Voice

Acrolinx is an AI powered platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and improves efficiency with Analytics insights.

Make sure your customers can find clear and consistent content across every support platform. Acrolinx ensures your teams use the same product terminology and style, brings down your word count, and lowers the cost of localization and translation.

Keep your customers loyal and happy with helpful content that improves Customer Self-Service.

## More Than Just Solutions: Create Knowledge While Solving Issues

**Acrolinx tackles content stress in customer support teams by answering questions like:**



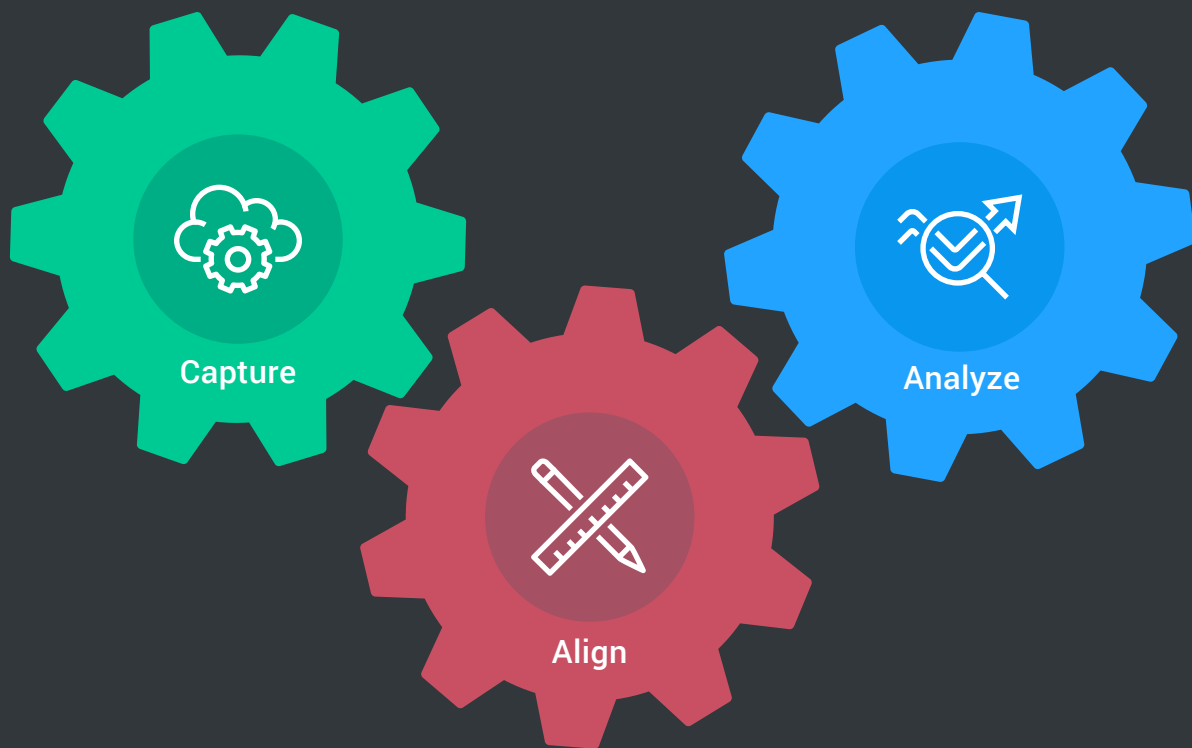
- How do you solve cases and answer customer inquiries faster?
- Do you have enough resources to create a knowledge-centric environment?
- How do you improve your customer service on a budget?
- How do you create documentation as a by-product of solving problems?
- Does all your content fit your audience and purpose?
- Can your customers find what they need?
- Do regional variants match local requirements and is translation easy?

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## How Acrolinx Works: Capture, Align, Analyze.



Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines for support content and create subsets of guidance for types of content or audiences.
2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process. This streamlines writing, review, and editing, so you can pay more attention to customer interactions.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. You can improve your guidelines and adjust them for different types of support content.

en - Legal

Filter by guideline:

Grammar and style

Grammar

Style

SAVE

RESET

Configure Guidelines That Have Special Settings

Guideline	Parameter
Sentence length: Shorten this list item?	STLength = 21
Sentence length: Shorten this sentence?	STLength = 31
Sentence length: Shorten this title?	STLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles: Perhaps use "the" more consistently?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST_TABLE

Configure Tone of Voice Settings

English

Audience types:

ADD

DELETE

Business

Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

Clarity

simple

You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

Conversational Tone

conversational

You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

off

We won't check the tone of your content.

conversational

You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

Format Tools Add-ons Help All changes saved in Drive

Normal text Roboto 11 B I U A

Why Publishing Has Become Essential to the Growth of Every Business

of the fundamental and important takeaways from Forbes's recent report is that publishing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turns out, neither could many of the more than 360 marketing executives Forbes surveyed as part of our research.

ect, 96 percent of them agreed that "the quality and structure of their marketing content is essential to achieving their growth goals and increasingly defines the job of the CMO." Not only that, it's also noted by more than 70 percent that the "effectiveness of their marketing content directly impacts their ability to drive top-line growth with digital, social and mobile technologies supporting core branding, demand generation, and value-selling programs."

Acrolinx

18 issues

Why ... Business

Title

Shorten this title? It is 11 words long.

MyDeMo, Inc.

MyDemo, Inc.

Preferred (Variant)

Domains

Branding

Note

Make sure that you use our new company name!

MORE INFORMATION

Acrolinx

78

CHECK

Findability

content

43 15 28

marketing

41 13 43

growth

34 8 77

marketing content

Page Scores

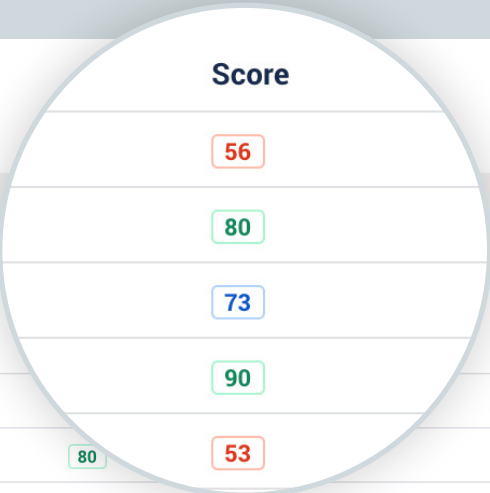
Update all pages

Update outdated pages

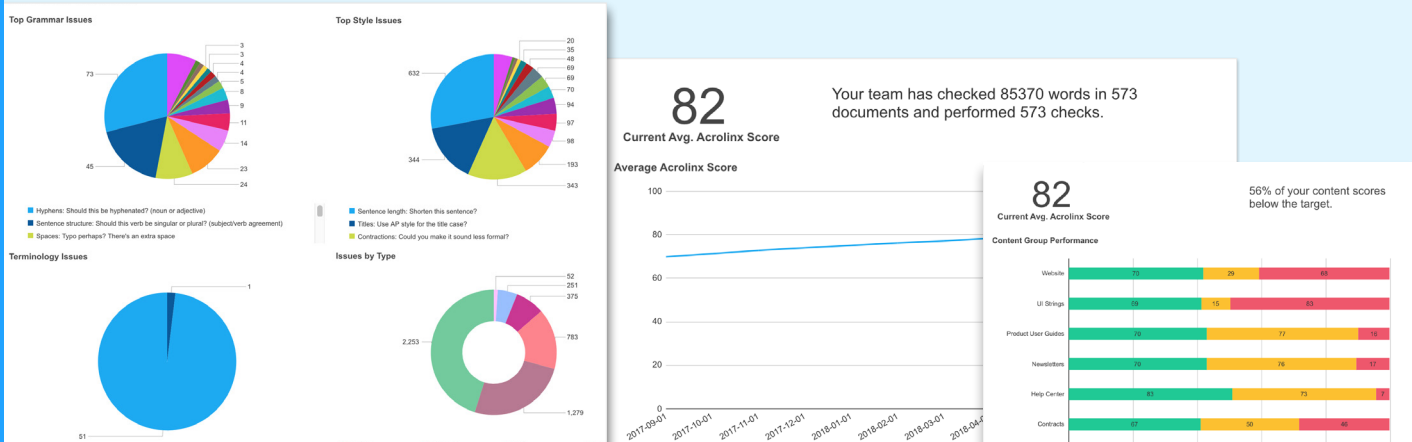
15 pages in total in this space.

Page

- API, SDKs, and Samples
- Architecture Diagrams
- Automated Check



Show



82

Current Avg. Acrolinx Score

Average Acrolinx Score

Your team has checked 85370 words in 573 documents and performed 573 checks.

82

Current Avg. Acrolinx Score

Content Group Performance

Website	75	25	65
UI Strings	75	15	83
Product User Guides	79	77	8
Newsletters	75	16	91
Help Center	75	75	50
Contracts	71	56	46

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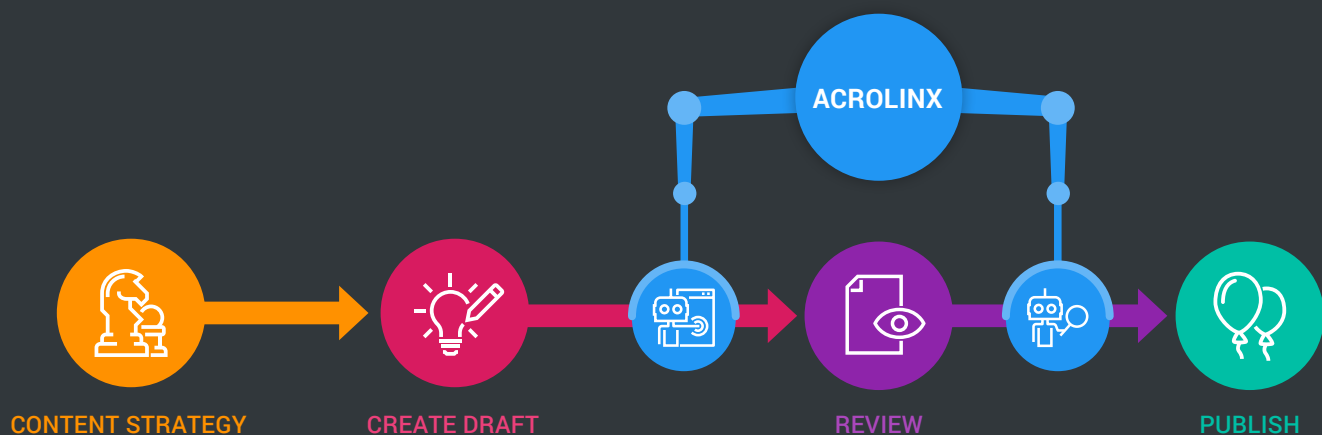
## Jump on the Automation-ship for Better Customer Relationships

A known strategy that boosts customer interactions is treating customer service teams as if they're the buyers of your product. Happy employees are likely to share their satisfaction with your customers. Automation frees up employees to focus on delivering an amazing customer experience. Write better content from the first draft, and let Acrolinx do the final check before publication.

**There are several options to use the Automated Check in your processes. Examples of automated integrations include:**

- ✓ Batch checking several documents at once with a single click
- ✓ Scheduled batch checking of entire content inventories
- ✓ Automated checking of individual content pieces as they're created
- ✓ In a Content Management System (CMS) before you publish or translate
- ✓ Automated checks at every step (save, import, publish)
- ✓ Automated website checking at regular intervals

You can use the Acrolinx Platform API or the Command Line Interface (CLI) to integrate the Automated Check into different stages of your workflow. You decide how often it automatically scans throughout the content lifecycle. It acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or explore your content's strengths and weaknesses with the Acrolinx Analytics dashboard.



Top-level Value	Content Journey	Content Touchpoint	The Acrolinx Value	Integrations
Connecting to Customers & Keeping them Happy	Customer Support	<ul style="list-style-type: none"> <li>Support Articles</li> <li>Help Files</li> <li>FAQs</li> <li>Operating Instructions</li> <li>Maintenance Manuals</li> <li>User Manuals</li> <li>Troubleshooting Guides</li> </ul>	<ul style="list-style-type: none"> <li>Improved CSAT/ CES/NPS scores</li> <li>Improved, "just-in-time" document publishing</li> <li>Reduce case volume</li> <li>Decreased cost per ticket</li> <li>Improved customer retention rate</li> </ul>	<ul style="list-style-type: none"> <li>Desktop Checker</li> <li>Chrome</li> <li>Confluence</li> <li>Firefox</li> <li>Google Docs</li> <li>Google Slides</li> <li>Microsoft Edge</li> <li>Microsoft Word</li> <li>Safari</li> <li>SalesForce</li> <li>Oxygen</li> <li>Arbortext</li> <li>Adobe FrameMaker</li> <li>MadCap Flare</li> </ul>

By simplifying your customer journey with Analytics insights, efficiency and automation, your team can focus on their human sensitivity and creating better customer interactions.

## We serve the World's Greatest Brands

SOFTWARE	amazon	facebook	Google	IBM	Microsoft	salesforce	sas	vmware
HEALTHCARE	Agilent Technologies	Dräger	GE Healthcare	illumina	Medtronic	PHILIPS	Roche	SIEMENS
AEROSPACE & DEFENSE	BAE SYSTEMS	BOEING	EMBRAER	LIEBHERR	mtu	RUAG	SAAB	UTC Aerospace Systems
HEAVY MACHINERY	CATERPILLAR	CLAAS	CNH INDUSTRIAL	JOHN DEERE	KOMATSU	MAN	SCANIA	VOLVO
ENGINEERING	HARLEY-DAVIDSON	IR Ingersoll Rand	KOHLER	Nestlé	PACCAR	PEUGEOT	SIEMENS	VIESSMANN
HIGH TECH	CISCO	CITRIX	Hewlett Packard Enterprise	HITACHI	Lenovo	MOTOROLA	NXP	Qualcomm
FINANCIAL	Capital Group Companies	citi	Humana	MOODY'S	PayPal	TRANSAMERICA	usbank	WELLS FARGO

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