



Sleek, Simple, and Secure

Intuitive Digital Content for Financial Services

acrolinx

Earn Customers with Clear Content

A financial consultancy firm recently reported that only 23% of institutions claim to have a user journey that is well-designed for digital transactions.

The wave of digital disruption means financial institutions use more technology and data to inform and create content. But what happens when your digital strategy is well-defined, but not your content process?

More than ever, financial institutions need to offer a better digital experience to keep up with the changes that digital transformation brings. But without the right governance over the content process, digital content can end up confusing customers and internal teams that expect an intuitive experience.

Acrolinx supports the digitization of legacy content by giving you control over different teams and content types. It aligns your digital strategy with your customers' journey and keeps content compliant to industry regulations.

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 analyzes the performance of your entire content operation.

Make important financial and legal information easy to understand and write compliant content from the first draft. Our technology helps your teams write clear, readable content that guides customers through the digital process. Speak like your audience and make it easy for them to do things like apply for a loan, calculate their repayments, or open an account online.





Content Made Simple

Slow content creation delays the support customers need to manage their finances digitally. Confusing online experiences lead to frustration and way too many support tickets. Instead, Acrolinx helps you write clear, readable content and provide a consistent user experience, so your customers find what they need quicker.

5 Reasons Product Teams Need Acrolinx

1. Shorten delivery time for new features and updates.
2. Ensure regulatory compliance and security in your spec sheets, manuals, and terms and conditions.
3. Increase productivity of your team by ensuring seamless workflows.
4. Reduce endless legal cycles and lower costs with Automated Checks.
5. Write clear and readable operational content with consistent terminology.

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 and create guidance subsets for UI strings, and other types of support content.
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.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analysis, quality, and improvement metrics. You can improve your guidelines and adjust them for different types of 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.

Why Publishing Has Become Essential to the Growth of Every Business

One 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.

In fact, 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 interface showing 18 issues for the document "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!

Acrolinx interface showing Findability scores:

- content: 43 (15 stars)
- marketing: 41 (13 stars)
- growth: 34 (8 stars)
- marketing content: 30 (0 stars)

Page Scores

Update all pages Update outdated pages

15 pages in total in this space.

Page

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

Score

- 56
- 80
- 73
- 90
- 80
- 53

Show

Top Grammar Issues

Top Style Issues

Terminology Issues

Issues by Type

82 Current Avg. Acrolinx Score

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

Average Acrolinx Score

82 Current Avg. Acrolinx Score

56% of your content scores below the target.

Content Group Performance

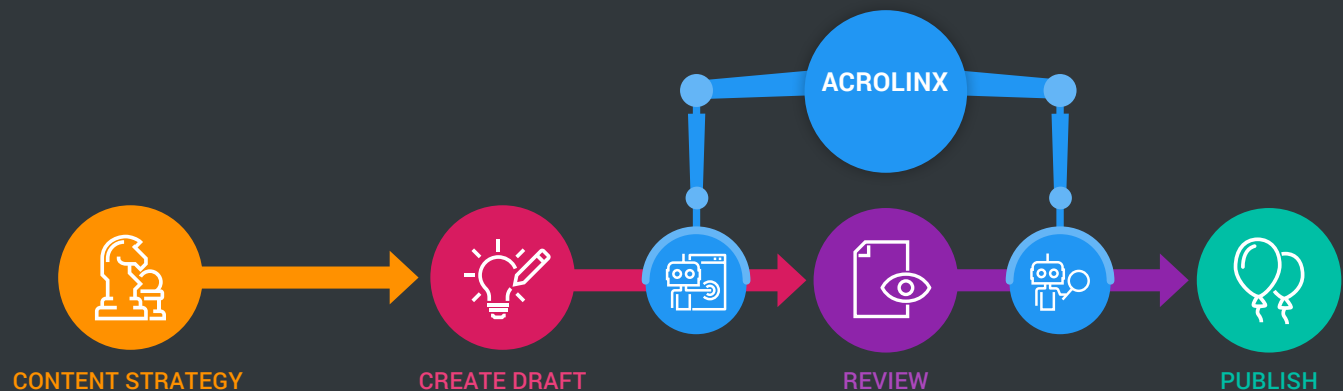
Content Group	Green	Yellow	Red
Website	25	26	49
UI Strings	25	15	60
Product User Guides	29	17	54
Newsletters	25	16	59
Help Center	21	23	56
Contracts	21	36	43

Reach your Content Goals Faster with Automation

Automation gives your product teams more time to focus on developing solutions and features that your customers desire, and less time worrying if everyone is using the same words and phrases to describe and document your offerings.

For higher output and increased productivity, Acrolinx offers Automated Checks via the Command Line Interface (CLI) or the Acrolinx Platform API. You simply choose where you'd like automatic scans in the content lifecycle, and Acrolinx does the rest.

The Automated Check integrates into different stages of your content process and lets you automate 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 dive deeper into your content's strengths and weaknesses with the Acrolinx Analytics Dashboard.



There are several options to use the Automated Check in your processes.

Examples of automated integrations include:

- 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
- As a build project as part of your continuous integration process
- Automated checking of content in GitHub on pull requests or push events
- 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

In the same way a QA engineer is an end-user advocate, Acrolinx is an advocate for the recipients of your content. It doesn't matter how familiar your audience is with digital content. Our platform ensures that your content is clear and easy to understand, so you don't lose customers to competitors who offer a more user-friendly digital experience.

Our Story

Built on Science





































Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience.

Award-Winning Platform

We're proud to serve some of the most recognized brands in the world, and humbled to be recognized with numerous industry awards for great platform and service.

We Serve the World's Greatest Brands

SOFTWARE								
HEALTHCARE								
AEROSPACE & DEFENSE								
HEAVY MACHINERY								
ENGINEERING								
HIGH TECH								
FINANCIAL								

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