

Committed to Excellence With Acrolinx for Salesforce Knowledge



More effective knowledge creation

The customer journey after a purchase decision is one of the most important parts of the buyer experience. Now, it's time for your support content to prove the investment was worth it and build your customer's trust and loyalty long term. Consider these statistics:

40%
of customers
prefer self-service over
human contact. (Forbes)

51%
of customers
prefer technical support
through a knowledge base.
(Econsultancy)

5%
reduction in calls
by improving the readability of
your help section.
(Harvard Business Review)

Knowledge bases represent a large amount of enterprise content that non-professional writers created quickly. And when content is published quickly, it risks inconsistent use of terminology, compromised readability, and ultimately, a poor customer experience.

But when done effectively, you benefit from collective wisdom, answer customer questions faster, and reduce the number of support tickets.

Bringing Acrolinx and Salesforce together

Acrolinx is the leader in content impact. Our AI-powered software improves the quality and impact of all types of enterprise content. Acrolinx helps enterprises like yours meet the challenges of creating content at massive scale — across writers, workflows, languages, and cultures.

How Acrolinx helps align and improve content

Acrolinx is an enterprise content impact platform that aligns content to your target audiences through automated content checking and writer guidance.

Acrolinx helps agents communicate at their best by improving support processes and quality of knowledge base content.

Acrolinx for Salesforce Knowledge is a great way to align your knowledge base to your broader enterprise content standards.

For example, you can set different goals for content for internal or external use, or different audience types or channels – all while staying clear, consistent, and on-brand.

Access Acrolinx in Salesforce Knowledge

Already have Salesforce Lightning Knowledge, and the latest version of the Acrolinx Platform? Then you're ready to maximize the impact of your support content using Acrolinx for Salesforce Knowledge. With Acrolinx, you can check your content before and after publication with either writer-initiated checking using the Sidebar, or automated checking capabilities. Automation is just another way to improve efficiency in an otherwise manual article creation process.

Experience the benefits of:

- 1** Faster publication of high-quality articles, with options for automated Acrolinx checks at different stages during creation.
- 2** Greater transparency into the content quality of the entire knowledge base.
- 3** Better findability, helping customers find articles themselves and feel empowered with easy readability, which improves the overall customer experience.
- 4** More versatility with the ability to batch check large volumes of content at a time.

Acrolinx aligns content to your business objectives and intended audience across several goals.



Tone



Clarity



Scannability



Inclusivity



Correctness



Consistency



Terminology



Even more business value with every check

You'll find information about Acrolinx for Salesforce Knowledge on the Salesforce AppExchange. But to start using it for the first time, you'll need to talk to Acrolinx and extend your current Acrolinx licensing to include this integration.

Already using Acrolinx in Salesforce? You might be due for an upgrade to experience the improved automated and batch-checking features.

Previous versions	Latest version
<ul style="list-style-type: none">✓ Acrolinx-assisted installation and setup✓ Sidebar in Acrolinx Edit window✓ User single sign-on (SSO)✓ Automated check on Save	<ul style="list-style-type: none">✓ Easy installation and setup✓ Sidebar in Acrolinx Edit window✓ User single sign-on (SSO)✓ Automated check on Save✓ Automated check on Create✓ Batch Checking - check entire knowledge base of content at once✓ Content Analysis Dashboard for batch checks

From knowledge to action

Want to learn more about Acrolinx for Salesforce Knowledge? Start by reading how Salesforce and Acrolinx work together to keep Salesforce content inclusive of a diverse audience. Then, schedule a chat with one of our consultants and make your support content even more scalable, effective, and findable.

So what are you waiting for? To see Acrolinx in action, schedule a time to speak to one of our content experts.

Let's Talk



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