Acrolinx: A KCS Aligned Platform

Create Knowledge that's Accessible, Readable, and Effective

acrolinx

Streamline Content Workflows for Increased Adoption

Some of the biggest challenges organizations face are proving the value of KCS and creating a steady stream of effective and readable knowledge articles. Metrics that can capture how well your articles align to your content standards are the best way to improve your knowledge articles and measure content health. To capture and create knowledge articles is one thing, but it's another to measure how content is improving and helping its readers.

It's not enough that your writers reliably create new articles. They need to make sure that their content is helping customers independently solve problems, and be motivated to proactively fill knowledge gaps.

Acrolinx enables customers to understand your knowledge articles, by guiding creators to write consistent, accurate, and readable content.

The platform helps streamline your content workflows with automation and immediate feedback on knowledge articles. It provides a way to scale your KCS initiative, and gives you meaningful metrics to measure your progress.

Acrolinx: A KCS Aligned Platform

Acrolinx is an AI powered platform that helps you write better content, faster, and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your publishing time with automation, and analyzes the performance of your entire content operation.

Acrolinx can provide the metrics you need to engage your organization in the KCS adoption process, with insights and immediate feedback on your entire knowledge base.

Acrolinx also supports the implementation of KCS by automatically bulk checking knowledge articles and tracking content health over time. Our platform provides detailed content analysis dashboards, where you can manage your terminology and make sure every article meets your content standards.

Measure the Progress of KCS

Acrolinx has many built-in features that complement KCS initiatives. In fact, we've already been helping knowledge workers from the world's biggest brands deliver content that customers can find and understand. Our platform and Analytics help them improve their SLAs, track content quality, and improve it over time. Sounds familiar?

5 Reasons your KCS Initiative Needs Acrolinx

1. Focus your agents on creating a culture of sharing knowledge by customizing Acrolinx to the standards your coaches expect.

2. Make your articles more suitable for reuse with consistent structure, simple language, and a crisp style to improve readability.

3. Solve customer issues with clearer articles that use consistent terminology and style.

4. Boost customer self-service with increased article findability.

5. Speed up the solve and evolve cycle with automation.

Acrolinx helps KCS managers and coaches monitor the clarity, consistency, and accuracy of their knowledge articles and gives non-writers the confidence to publish better articles, faster.
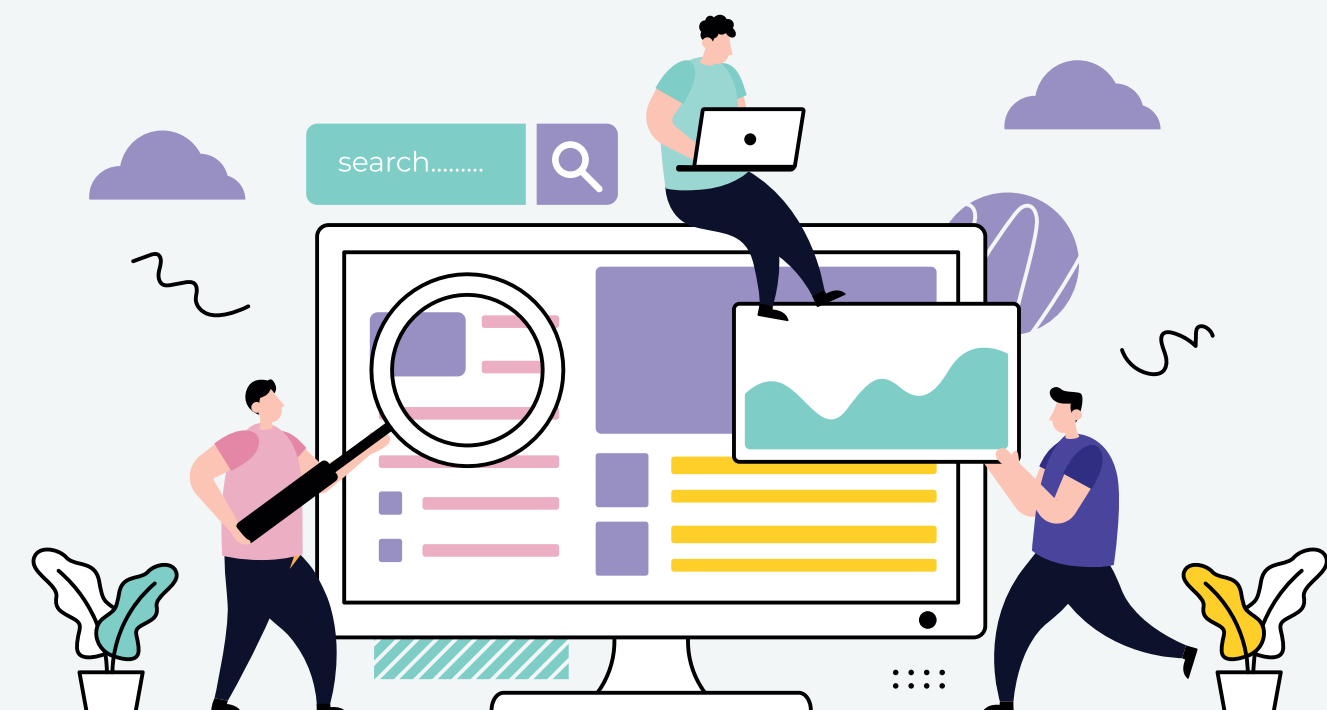
How Acrolinx Works: Capture, Align, Analyze.

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 KCS goals. You can teach Acrolinx your content standards and the clarity or tone for your knowledge articles. Or you can create guidance subsets for types of content or audiences, such as subject-matter experts or technicians.

2. **Aligning content with strategy:** The Sidebar supports knowledge workers with access to your KCS content standards and provides instant feedback about clarity, consistency, tone, and language as they capture knowledge in the workflow. You can also choose to embed our Automated Check into any stage of your article creation process.

3. **Analyzing your output:** See how your articles are performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analysis, article quality, and improvement metrics. You can improve your guidelines and adjust them for different types of articles.

Capture

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?	STLLength = 21
Sentence length: Shorten this sentence?	STLLength = 31
Sentence length: Shorten this title?	STLLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	●	○	○
Articles: Perhaps use "the" more consistently?	●	○	○
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	○	○	● 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.

Align

The Sidebar

Format Tools Add-ons Help All changes saved in Drive SHARE

Normal text Roboto 11 B I U A

...hy Publishing Has Become Essential to the Growth ...f Every Business

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

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

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CHECK

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

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Findability

👁 30 ◎ 0

content	43	15	★ 28	→
marketing	41	13	★ 43	→
growth	34	8	★ 77	→
marketing content				

The Automated Check

Page Scores

Update all pages | Update outdated pages

15 pages in total in this space.

Page	Score
API, SDKs, and Samples	
Architecture Diagrams	80
Automated Check	73

Score

56
80
73
90
53

Show

Analyze

Top Grammar Issues

73
45

Hyphens: Should this be hyphenated? (noun or adjective)
Sentence structure: Should this verb be singular or plural? (subject/verb agreement)
Spaces: Typo perhaps? There's an extra space

Terminology Issues

Top Style Issues

632
344

Sentence length: Shorten this sentence?
Titles: Use AP style for the title case?
Contractions: Could you make it sound less formal?

Issues by Type

2,253
1,279

82
Current Avg. Acrolinx Score

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

Average Acrolinx Score

100
80
60
40
20
0

82
Current Avg. Acrolinx Score

56% of your content scores below the target.

Content Group Performance

Website
UI Strings
Product User Guides
Newsletters
Help Center
Contracts
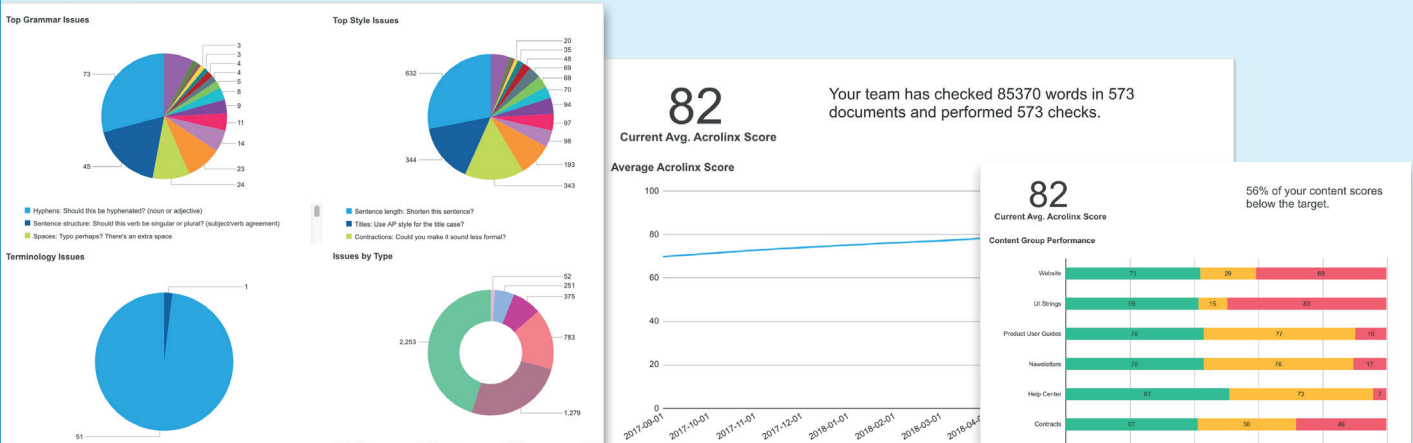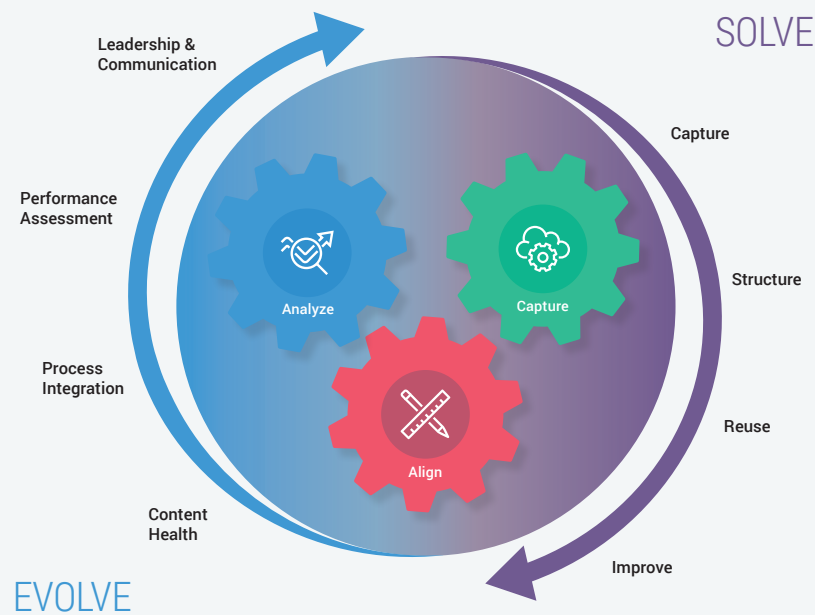
Acrolinx has the power to drive the Solve and Evolve Loop. The Evolve Loop depends on the people doing the right thing in the Solve Loop, and Acrolinx can make sure everyone in the Solve Loop is aligned with your KCS guidelines. Just like the Evolve loop, Acrolinx automation helps determine which content has high value, but also indicates areas that can use improvement.

Acrolinx offers Automated Check with the Acrolinx Platform API. You simply choose where you'd like automatic scans in your Incident or Knowledge Management platforms and Acrolinx does the rest. For example, you could set up Automated Check to automatically check new knowledge articles every time your contributors click save.

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

Examples of automated integrations include:

- Checking several articles at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In an Incident or Knowledge Management tool before you publish or translate
- Automated checks at every step (save, publish, update)
- Automated website checking at regular intervals

Automated Check is the best way to improve your Acrolinx Analytics results, and identify areas for improvement in the Solve Loop. By identifying where your content is weak, you can use Automated Checks to drive improvement in the way you create and share knowledge.
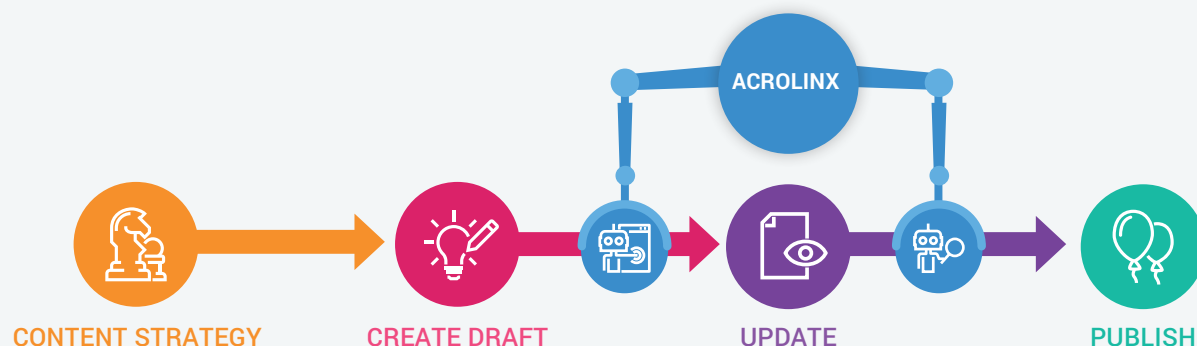
KCS and Acrolinx: Stronger Together

Acrolinx supports the KCS methodology by helping create support content and knowledge articles using words captured from the requestor's experience. As a KCS Aligned Platform, Acrolinx helps writers create knowledge articles that are clear, readable, accurate, and suitable for reuse.

Rather than relying on KCS managers and coaches to manually check the quality of articles, Automated Checks scan the quality of your entire knowledge base, which helps you scale your KCS initiative. Acrolinx helps evolve "good enough" articles into even better knowledge, faster.

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