

The Road to Happy Customers Is Paved with Amazing Content



How Acrolinx Extends the Value of Its Content Impact Platform through Its Partner Ecosystem

Deeper engagement, higher conversions, fewer support tickets – all enterprise content has a purpose and an expected outcome. When your content has the qualities it needs, it's fit for purpose and will provide a positive experience.

Understanding the relationship between the quality of your content and its performance is how you determine its impact. Yet, in many, if not most cases, your business develops content with “completion,” not “impact” in mind.

The need to get content launched outweighs the need to make sure content is optimised for maximum business results. But if you want to exceed your business goals, you need to prioritize the impact of your content.

Are you grappling with these issues?



Customer experience

A huge part of customer experience in today's digital world is directed towards effective written communication, with content created across an organization, and delivered in many and varied formats. If you had a way to consistently improve the quality of your content, could you improve your customers' experience?



Regulatory compliance

Non-compliant or non-inclusive content can degrade a company's brand and create business risk. If you had a way to operationalize your company's content policies, could you help mitigate your corporate risk?



Efficiency of content creation

Most companies can't keep up with the demand for content and struggle to get the right content produced and available in the right place at the right time. What if you had a way to make your content supply chain more than 30% more efficient through better creation and management of your content?

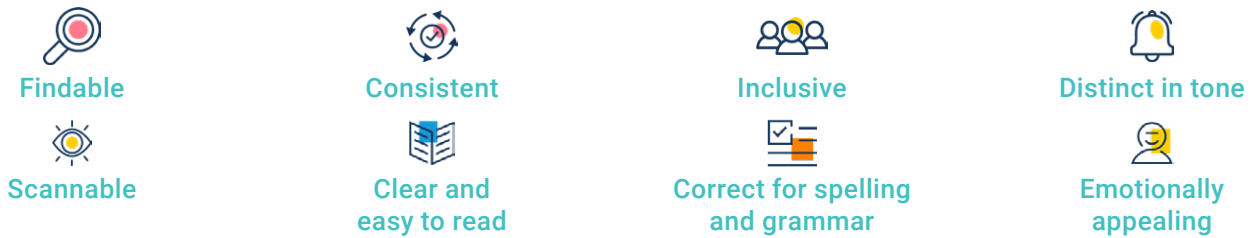


Cost control

Whether it's the cost of translating and localizing content or the cost of outsourcing the creative process to agencies, organizations are looking at ways to make sure their costs are better than the industry benchmark. What if you had a way to improve the source content before localization, streamlining the review cycles? What if you had a way of checking third-party content more efficiently against your brand standards?

Who We Are

Acrolinx is the leader in content impact. Our AI-powered software improves the quality, fitness, and performance of all enterprise content. Our customers believe that impactful content is:



Acrolinx helps you infuse these qualities into all your digital touchpoints. So they're ready to power outstanding customer experiences, and guarantee the best return on your content investments.

How We Partner

We're building a company with partnering in its DNA. Our focus is on developing enterprise combinations of partner technology and capabilities, for each use-case and business department. This extends the value our customers are able to achieve from their Acrolinx investment.

Acrolinx has teamed up with leading brands across the globe to create high-performing content, at scale, delivering the ultimate customer experience.



Goals - Targeted guidelines for different target audiences

The Acrolinx Sidebar is the writer's personal instructor in making content fit. The Sidebar is available in over 40 authoring environments, right where the writing action happens. So no matter what kind of content your organization creates, we've got it covered. This includes Microsoft 365, Google Suite, Firefox, Safari, Salesforce, SharePoint online, GitHub, Oxygen XML, WordPress, and many leading CCMS editing environments.



Guidance - Automate content fitness checking

Acrolinx and our partners have developed prebuilt automation integrations and APIs, to allow you to check the content in your Content Groups against your content standards and build quality gates into your content workflow. This prevents ineffective content from passing into the wild.



Governance - Create and maintain content that impacts content goals.

Acrolinx has developed a suite of analytics tools that allow you to look at how your content is performing pre and post-production. We're developing integrations with partner technologies to provide insight into how content is resonating with the desired audience. Businesses can view content performance through several lenses to understand which content improvements will have the greatest impact.

So, whatever your content needs, Acrolinx, with the help of its partner network, can help.

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To find out more about Acrolinx and our partnership solutions visit acrolinx.com/partners.