# Customer Focused Value Creation

**Build Customer Trust Within Financial Services**

acrolinx

# The Value of Educational Content

41% of financial services organizations believe their key challenge over the next two years is improving customer experience, according to recent market research. More and more people are motivated to self-manage their finances, because non-bank competitors are providing a better customer experience with helpful, personalized content.

*So how do you eclipse your competitors and become a source of knowledge for your customers?*

25% of millennials rate educational content as an important feature when choosing a financial service. They want clear content that helps them reach their financial goals.

Clear content shows you have nothing to hide, which builds customer trust and loyalty. If your content is confusing, customers are more likely to change financial service providers.

Acrolinx helps you write readable support content and tutorials. It reduces the stress of endless review rounds and gives you more time to focus on customer interactions.

## Acrolinx: One Clear Voice

So what is Acrolinx? 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.

Customers want financial advice and 24/7 access to customer support through a user-friendly interface, accessible on all of their devices. Acrolinx makes support content easy to read and keeps it legally compliant, across all channels. Our platform helps with consistent product terminology from your online help center to your UI strings to reduce your incoming support tickets.

## Are Your Customers Just Not Buying It?

Most customers don't buy into the 'hard sell' and financial jargon, they want a relationship with advice on the topics they care about. The greatest challenge financial organizations have, is changing their physical presence to a more digital, experience-based one.

## 6 Reasons Customer Support Teams Love Using Acrolinx

1. Acrolinx helps you use consistent product terminology, so you can provide a more coherent customer experience throughout all your content touchpoints.

2. You'll avoid words and phrases that place your enterprise at risk.

3. Fewer review rounds mean more time to produce educational content within your budget and deadlines. It's easier to develop online courses without hiring additional resources.

4. Support content is clear, readable, and easy to find.

5. Consistent terminology means fewer words and more savings in translation costs.

6. Automated Checks relieve teams from repetitive tasks so they can focus on making customers happy.

*Oh, and you can use Acrolinx anywhere you create content!*
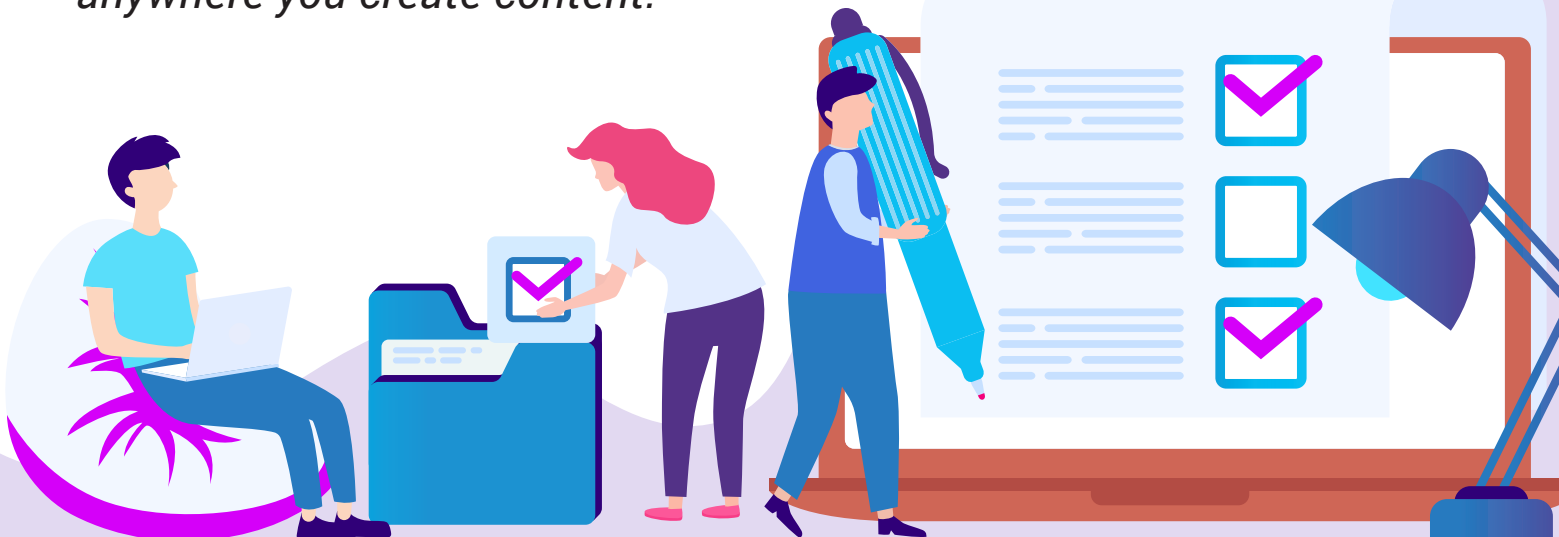
# How Acrolinx Works: Capture, Align, Analyze.

**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 analysis, 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? | 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.

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

Normal text  Roboto  11  B I U A

Acrolinx  ✕
78
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

…hy Publishing Has Become Essential to the Growth …Every Business

…of the fundamental and important takeaways from Forbes's recent report is that …shing 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 …esearch.

…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."

Acrolinx  ✕
78
CHECK
Findability

👁 30  ◎ 0

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  80

Automated Check  73

### Score
56
80
73
90
53

Show

Top Grammar Issues

■ 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

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

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

Website
UI Strings
Product User Guides
Newsletters
Help Center
Contracts
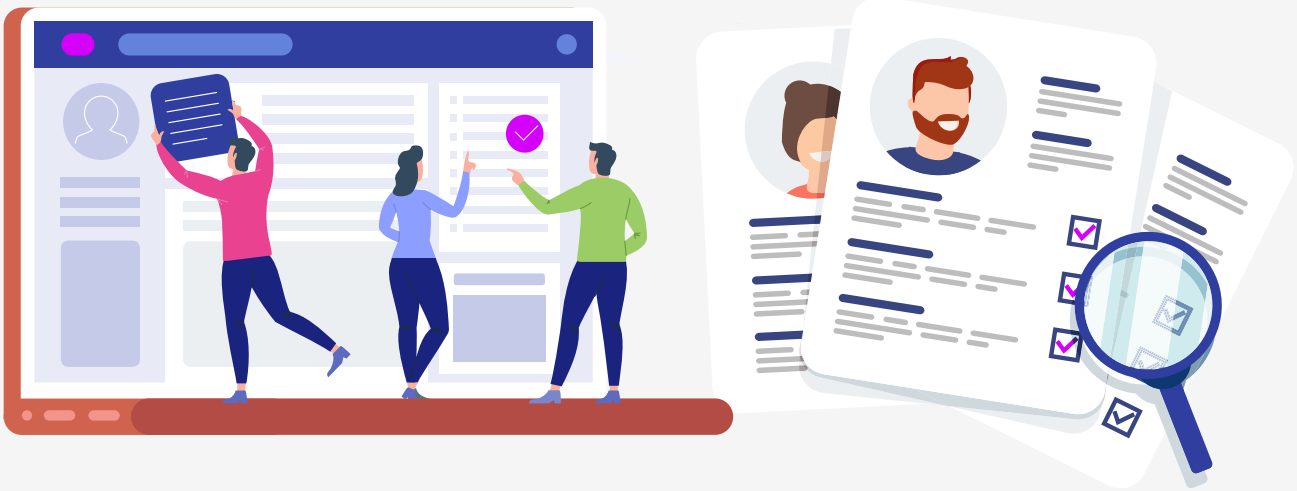
# Get the Right Content to the Right Customers

## Be Cool Without the Risk

Acrolinx gives you the oversight and control to update any regulatory changes in terminology, and apply them instantly across the entire company. Acrolinx makes it easier to implement change with full control over the process. As the financial services industry hires more content creators, Acrolinx helps train new employees. It allows for easy onboarding without concerns if their content is compliant, right from the first draft.

## Write for Different Audiences

Acrolinx measures the effectiveness of your content, by providing insights to how well content fits your intended audience. Clarity, Tone of Voice and Audience Types can help financial sectors speak to different age groups (everywhere between millennials and baby boomers). Financial services executives can then prove the value of compliance to employees by showing an improved ROI thanks to consistent, compliant content written in a language everyone can understand.

## Improve Educational Content

Educational content has proven effective at both attracting customers and building customer loyalty. Acrolinx supports the production of educational content with automation (reducing editing rounds). It reduces the overall cost of developing online courses/informative content ensures writers are creating engaging and interesting video scripts, e-book, workshop materials, and blog posts.

## Acrolinx : Wherever you Create Content

Acrolinx helps you create efficient, personalized experiences across the entire customer journey. With clear and consistent content that covers all touchpoints, you enable your customers to interact with your brand in the way they want, where they want.

# 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 from start to finish.

## 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** | 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 | 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 | FM Global | TRANSAMERICA | usbank | WELLS FARGO |

# acrolinx

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