

# Acrolinx and Salesforce Partner Guide

## 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:

**Faster publication** of high-quality articles, with options for automated Acrolinx checks at different stages during creation.

**Greater transparency** into the content quality of the entire knowledge base.

**Better findability**, helping customers find articles themselves and feel empowered with easy readability, which improves the overall customer experience.

**More versatility** with the ability to batch check large volumes of content at a time.

## What is the Salesforce AppExchange?

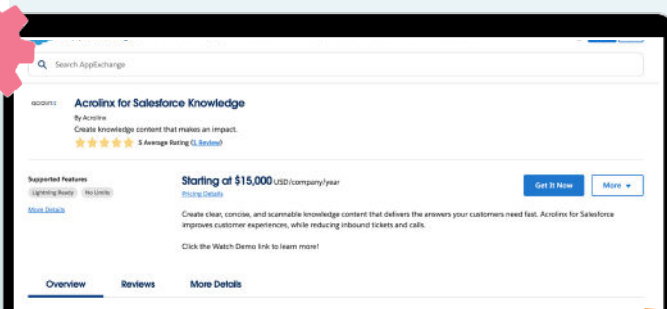
Why is Acrolinx on the Salesforce App Exchange? Acrolinx has been a partner of Salesforce since 2020. AppExchange is Salesforce's business app marketplace that lets users extend their Salesforce functionality with apps and components for every department and industry, including sales, marketing, customer service, and more. AppExchange offers over 3,000 apps and components.



**“The gold standard for content standards checking is now embedded in the agent console”**

“Acrolinx brings automated checking of content standards directly into the workspace for knowledge workers (and all agents are knowledge workers, didn't you know). With real-time checking as you write, the embedded sidebar brings click-fixable items into sharp focus. No longer does an editor need to spend time reading an entire document searching for those subtle areas in need of targeted improvements; Acrolinx will take you right there and high-light the issue in context for review and correcting if warranted. Not only does this improve the efficiency of my editors, but also the initial creation of content as well. Better content right from the start helps the entire process become more streamlined and efficient. This is one tool I will never do without in an enterprise content environment. It's my Jimminy Cricket on my shoulder guiding me to clearer technical writing. The fact that it is embedded directly in my content creation environment and available to all my content authors makes it all the better for ensuring a consistent tone and voice to build trust in our solutions.”

—Autodesk



See Acrolinx on the App exchange!

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# 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 optimized 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?

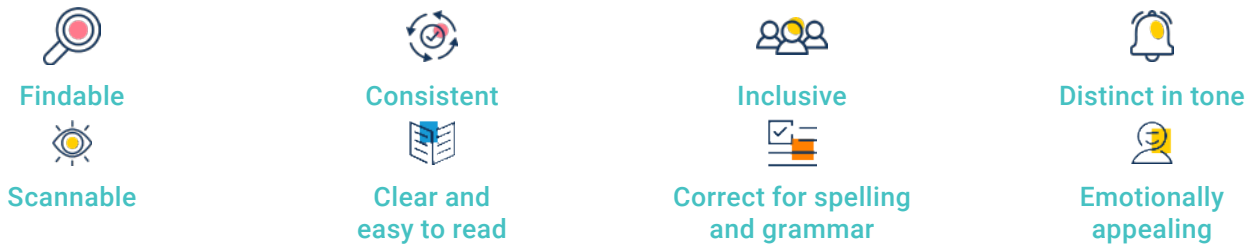


### Cost control

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](https://acrolinx.com/partners).

## 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.

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



Tone



Clarity



Scannability



Inclusivity



Correctness



Consistency



Terminology

acrolinx

Better Content. Faster.

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