acrolinx

Better Content. Faster.

Automated Content Quality Checking with Acrolinx

Identify issues across millions of content pieces — in minutes

We're in a world with a growing demand for content. Generative AI is here to stay and helps us create more content with fewer resources. But who makes sure all the content that gets produced by humans and machines is 100% compliant and aligned to your brand? This is where automation comes in.

Why enterprises rely on content quality automation

Large repositories of legacy content

Need for regulatory compliance

Deploying generative AI technologies

**But before we dive into the topic, ask yourself:**

1. Do you have content being published without editorial review?
2. Do you have content live that hasn't been reviewed?
3. Do you work in a regulated industry?
4. Are you deploying LLMs across your enterprise to help create content?

Did you answer "Yes" at least once?

Then you should definitely consider introducing automation to your content processes!

How enterprises use content quality automation

Use Acrolinx to automate any stage of your content supply chain. With automation, you experience all the benefits content governance software can offer.
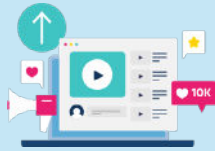
240%
increase in
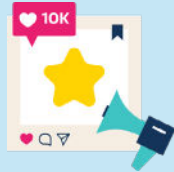content velocity

90%
less content
review time

3-week
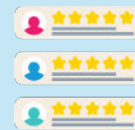review cycles reduced
to 7 minutes

50%
fewer words translated
unnecessarily

90%
fewer published
content errors

5X
more customer
engagement

25%
increase in
customer satisfaction

20%
increase in NPS

Automation adds an extra layer of efficiency and compliance:

- Quantify the impact of content improvements on conversion, call and ticket deflection, and customer experience.
- Quickly adjust your content strategy and action plan based on brand, product, and regulatory changes.
- Check 100% of your content for possible non-compliance.

The ROI of content automation

In a customer survey, 60% reported that using the Automated Check feature saves time in producing improved, effective content. **A typical Acrolinx deployment looks like:**

- 2,200 average checks per day, including
- 35,136 UI strings and
- 3,754,650 content issues caught before they reach the customer

Acrolinx helps you produce great, compliant content efficiently — saving you time and money.
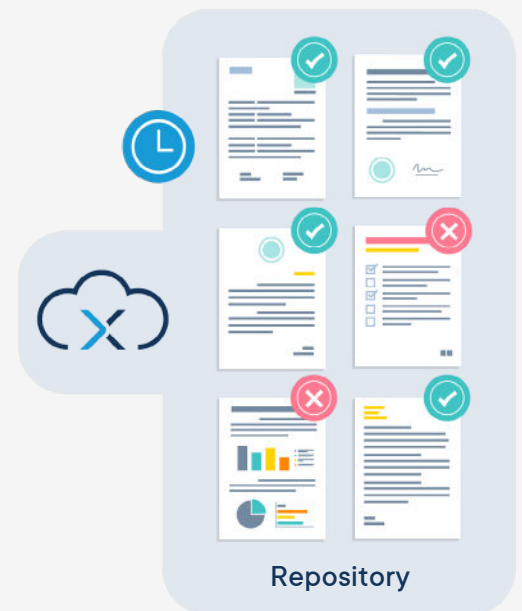
Use case: Batch repository checking

Batch checking scans and scores content hosted locally or in the cloud. Content hosted in a supported CMS can be checked via an Acrolinx Integration. This includes hosted documents or publicly available websites.

How it works

Step one: new content uploaded
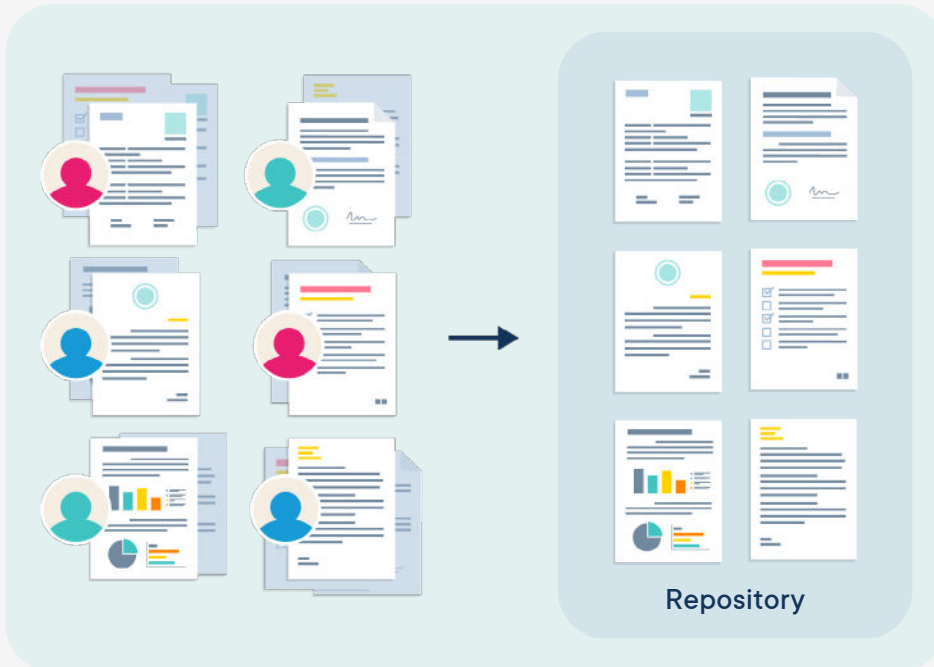
Step two: Acrolinx identifies and checks new content

Repository

Repository

Batch repository checking is used for:

Quality baselining

There are several use cases for automation.
Examples are:

- Batch-checking multiple documents at once on demand

- Content quality baselines are established to direct strategy

- Quality measurements can be used to measure progress and impact

Continuous checking

- Scheduled batch-checking of content repositories like websites and cloud CMS

- Content standards updates will be found as content is checked regularly

- Continuous checking maintains achievable content quality efforts

Use case: Quality gates

Quality gates are deployed within your editorial process to block the publication of content until it meets your writing standards.

Examples include:

- In a Content Management System (CMS) before you publish or translate
- Automated Checks at every step (save, import, publish)

Quality Gate

Published content repository

Approved content

Completed draft

Content held for review
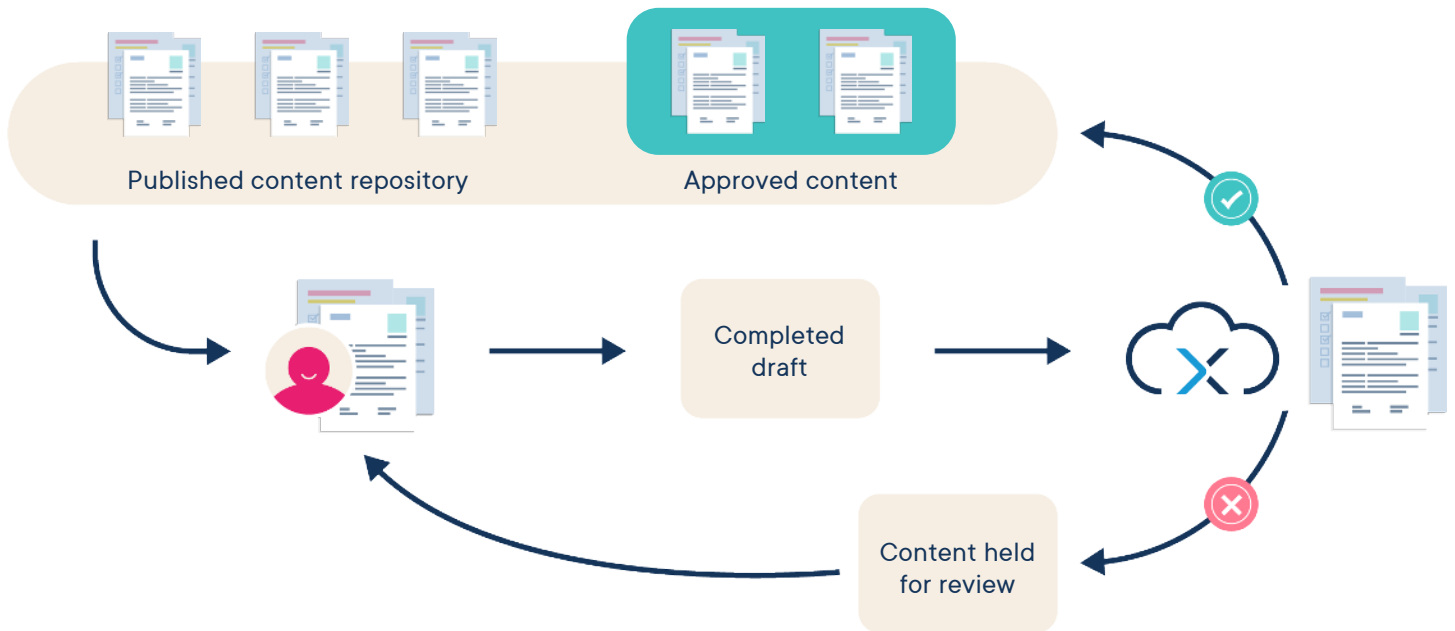
Acrolinx integrates into your enterprise writing environments to make sure all departments create content that meets enterprise standards and compliance needs. As writers create or update content, Acrolinx checks to make sure it meets corporate standards. If it doesn't meet corporate standards, the content is blocked from moving forward in the publishing process until the quality is improved.

Learn more about integrations →

Productivity tools

Structured content tools

Development and UX tools

The automation impact on generative AI and LLMs

Enterprises deploying language models and generative technologies must consider the risks of poor quality content and lacking guidance. The quality and effectiveness of a large language model correlates directly with the quality of content it is trained and tuned on. This is why enterprises are using Acrolinx to produce better outcomes when deploying generative technologies across the company.

High quality content for fine-tuning

Enterprises must focus on using only high quality content that meets enterprise standards. Only Acrolinx is able to quality check millions of documents, identify your best content for tuning, and provide easy guidance to improve low quality content to prepare it for your LLM.

Improved enterprise LLM content generation

Content generated from your LLM must be checked for quality and compliance issues. Acrolinx integrates into generative AI processes to improve content before it's presented to your LLM users. As content is generated, Acrolinx will check the content and have content regenerated to meet your enterprise writing standards.

Connect with us to learn how Acrolinx and content quality automation can impact your enterprise content supply chain.

LET'S TALK

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Better Content. Faster.

Acrolinx is your enterprise content insurance policy. Our AI-powered content governance software captures and digitizes your style guide to make your writing standards, standard.

Acrolinx governs new and existing content written by people and generative AI. Whether your company has written 100,000 words or 1 billion (like our customer Microsoft), Acrolinx makes sure each one reflects your style guide. Customers enjoy massive efficiency gains without sacrificing standards through AI-powered live writing assistance, automated reviews and quality gates, and analytics comparing content quality with performance.

With an LLM infrastructure anchored in Azure AI, Acrolinx guarantees scale, future-readiness, and uncompromising safety and security. Born out of the German Research Center for Artificial Intelligence (DFKI), AI runs deep in Acrolinx's DNA.