

Content Transformation: From Policy Docs to Easy Answers



The pileup

There's a pileup happening in organizations across industries and around the world. A pileup fed by layers upon layers of outdated documents and paperwork. Policies that get revised and rewritten over and over again then simply filed away.

As content accumulates, digital complexity increases, creating a tangled web of conflicting documentation that employees have to sift through. At an enterprise level, there can be tens of thousands of dated policy docs floating around as few teams bother to throw anything away.

Some systems promise to help but do not address the gaps in employee requests nor do they provide actionable answers. Keyword searches don't necessarily cut it when employees need straightforward answers to complicated questions. The How do I...? When can I...? and the ever-popular, Does this apply to me? From SharePoint to Service Now, nothing has managed to consistently solve this problem—and it's damaging the employee experience.

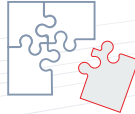
Company policies, knowledge articles and content have many challenges and places for improvement:



Conflicting Information



Out-of-Date Information



Missing Information



Inconsistent Style

Current reality

On the surface, having too many policies in place might sound like a good thing. Until an employee goes looking for the information they need. That's when reality sets in.

Employee frustration is at an all-time high. In the age of Siri and Alexa, employees are forced to navigate an average of five systems or applications to get answers or complete a single business process. That's four too many.

As a result, 25 percent of employee time is spent searching for information. What's more, 50 percent of manager time goes to executing simple tasks. All of that directly impacts employee satisfaction, productivity and performance.

Content transformation program steps

1

Create Inventory & Categorize

By topic, sub-topic, country, role, leveraging baseline catalog.

2

Initiate Socrates Internal AI Engine

Run AI engine against customer current content based on tens of thousands of questions across most common questions from our customers.

3

Identify

Share findings and output which highlights gaps in content, content overlap, conflict and out of date information.

4

Recommend

Provide prescriptive places of improvement for content, streamlining, and adjustments needed.

5

Revise

Conversational responses representing company brand & tone.

And then there's the content inside the pileup. Full of intentionally vague policies and unfriendly legalese, it's nearly impossible to decipher easy answers to everyday questions. Meaning the journey doesn't always end once an employee finds what they were looking for.

It's time for content transformation.

Content transformation

Until recently, there was no obvious solution to the problem of digital complexity. Having disparate systems in place, going from pileup to cleanup can seem too daunting to do in-house or too costly to out-source. New policies, documents, systems and solutions get introduced, adding to the complexity and the whole vicious cycle repeats indefinitely with layers stacking up and employees chasing answers.

But by seeing the problem for what it is—and where it lives—it's possible to implement content transformation to optimize the information available and improve the employee experience as a whole.

In the process, content transformation removes what's no longer needed and replaces it with easily understandable information that follows a consistent format, style, tone and brand. Simplified policy language and an accessible repository optimize work by reducing the time and frustration associated with fruitless searches. The resulting "snack bite answers" give employees what they need when they need it.

