Deep Quality Analysis to Elevate Content

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The benefits of good quality content

The Benefits

- **Optimize** cost
- **Generative AI** readiness
- Rainproof **issue resolution**
- Enable **decision making**
- Facilitate **governance**
- **Grow trust** in employees
- **Improve** business and customer orientation
- Run **efficient and effective** organisation

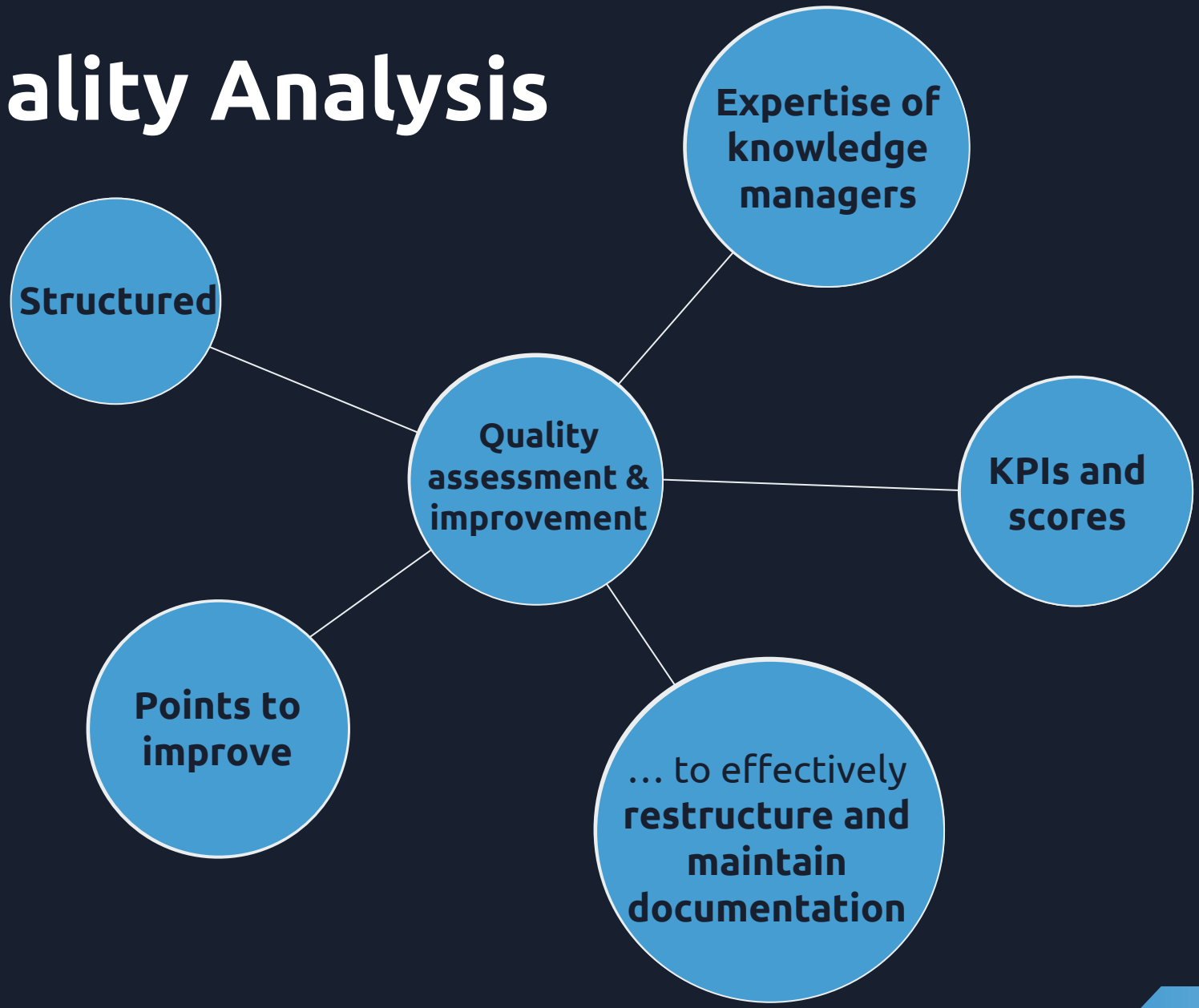
Use cases

- IT Operation
- Process optimization
- Customer service
- Sources Integration
- Cloud Migration
- Change management

Key issues

- Knowledge gap and loss
- Quality issues
- Technology updates
- Governance changes
- Security & Privacy
- Knowledge silos

Deep Quality Analysis



Deep Quality Analysis

The Principles

Data driven insights

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Quick wins prioritization

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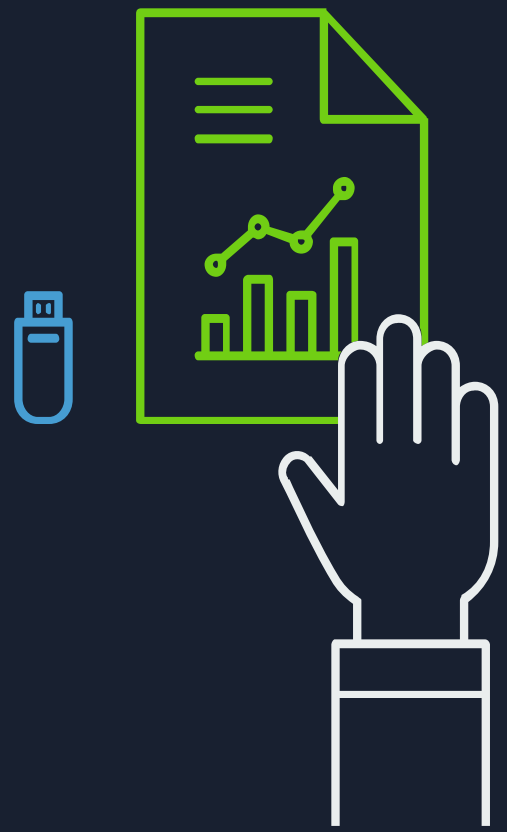
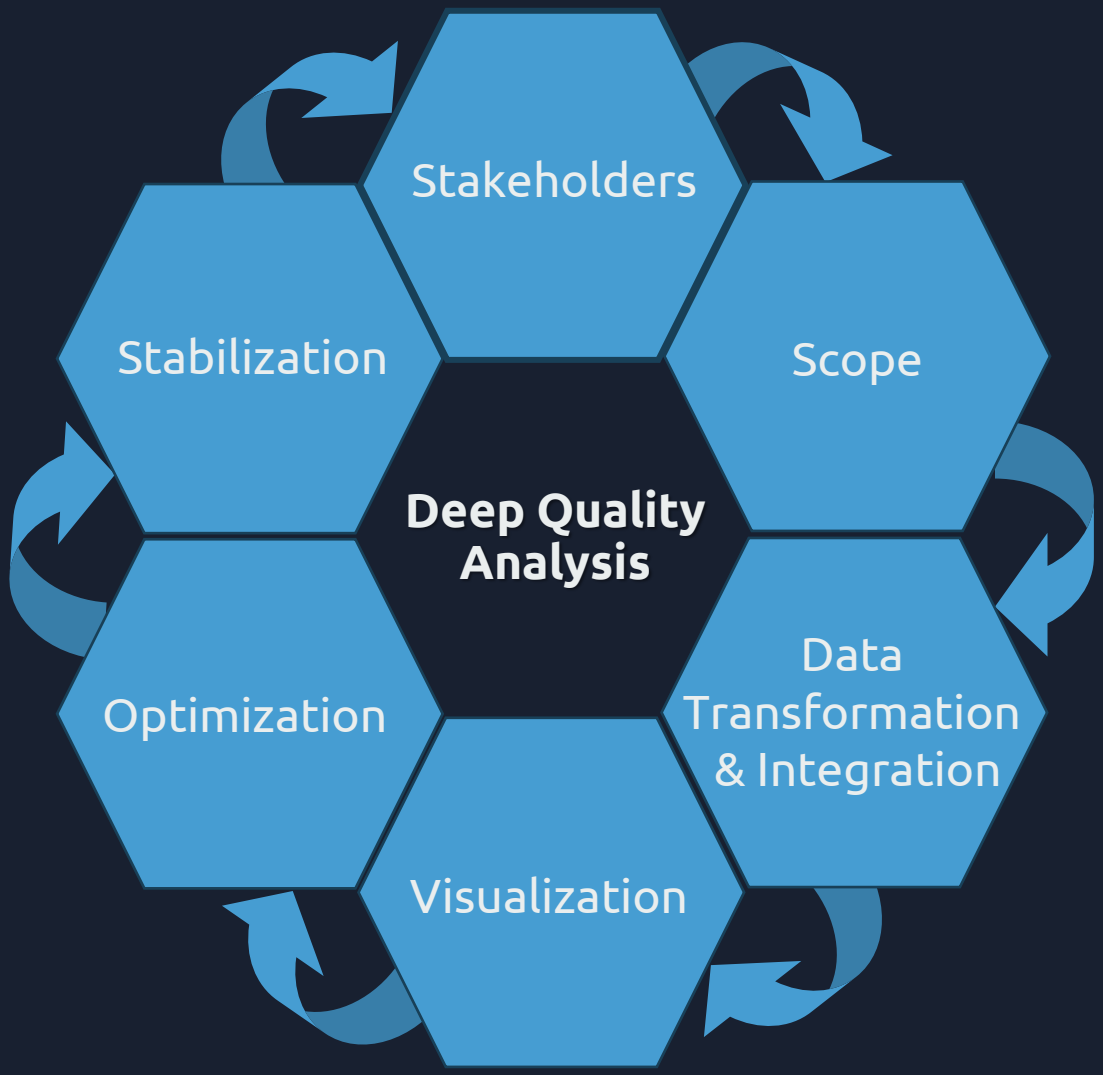
Streamlined focus on goals



Deep Quality Analysis

Key outcome:

Set of actions to address main pain points



Complex KPIs – Quality Scores

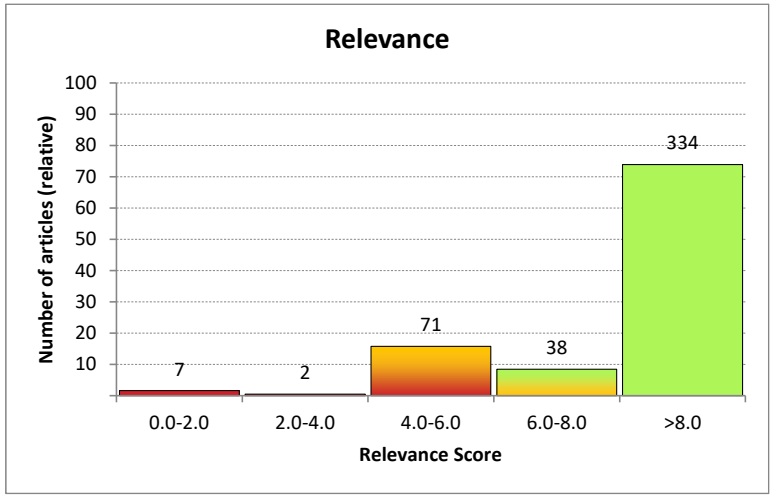
How accurate the information is?

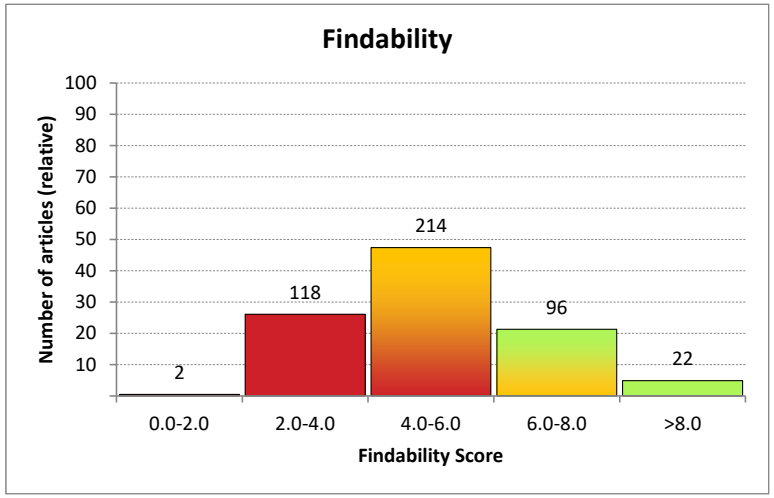
How easy it is to understand content?

Relevance | **Correctness** | **Findability** | **Comprehensibility**

Is the information needed and in use?

How easy it is to access information?





Relevance KPIs

- Age of current version
- Is ever maintained
- Is current accountable known
- Number of comments
- Centrality
- Rating
- Click rate

Correctness KPIs

- Age of current version
- Is ever maintained
- Responsible workload
- Is current accountable known
- Outdated terminology
- Rating

Comprehensibility KPIs

- Number of words in text
- Legibility
- Reading time
- Number of abbreviations in text
- Number of outdated terms
- Average words per graphic

Findability KPIs

- Centrality
- Menu level
- Navigation time
- Number of abbreviations in title
- Title matching content
- Number of siblings

Insights

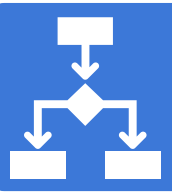
- Recent terms
- Outdated terms
- Abbreviations list
- Paragraph length
- Sentence length

Duplicate detection

Run ensemble NLP ML approaches

Identify specific objects:
code blocks, tables, templates

Rank results – find leading articles

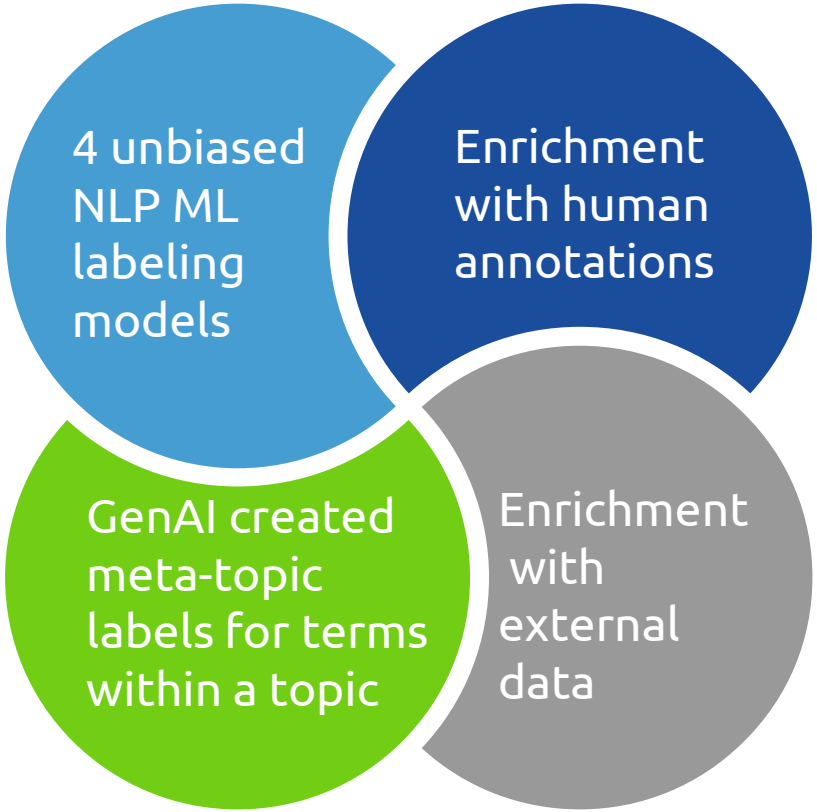


Distinguish parts of text:
articles, paragraphs, sentences

Bundle paragraphs for SSOT leading articles

Content labeling

- ✓ Weighting combined results
- ✓ Extensive pre- and postprocessing of the text input and filtering
- ✓ **Results optimized for search and generative AI processing**



Example of an analysis of a wiki area

Quality aspect	Feature	KPI	Value
♦ Comprehensibility	♦ Legibility	FRE-Score (max: 100)	27
	Text length / **structure**	Paragraph length	15 words
		Chapter length	222 words
		Document length	606 words
	♦ Visualization	Words per graphic (recommended: 100)	537
	♦ Abbreviations and glossary	Documents with prohibited terms	21%
		Documents with abbreviation in title	97%
♦ Recency	♦ Terminology	Documents with outdated terms (1 term)	49%
	♦ Last edit	Average age of current version	20 months
♦ Maintainability	♦ Coordination and workload	Areas with little to no coordination	50%
		Documents with too little maintenance time	81%

„The data that does not impact behaviour is useless“

Deep Quality Analysis

How to make most of your data

Prioritize

Identify pain points

- Assess complex scores to identify the trend
- Quick wins with 20:80 rule
- Ask stakeholders' feedback

Involvement

Increase understanding and support

- Kick-off meeting
- Regular reporting
- Workshops and tutorials

Deep Quality Analysis

Monitoring for quality retention

Dashboard to continuously monitor the data

Comprehensive approach

Elevating knowledge
in a structured manner to achieve the key benefits.

Managing knowledge
with focus on effectively managing knowledge resources.

Supporting knowledge
with AI technology to ensure that the knowledge is accurate and up-to-date.

Enhance organizations' success by efficiently managing and utilizing knowledge through DQA, **resulting** in improved IT Service Management:

- faster issue resolution
- reduced training time
- increased employee satisfaction and retention
- generative AI readiness

Your contact person

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Thank you