



2018  
**Content Connections**  
THE FUTURE OF CONTENT

# Proactive Quality Management

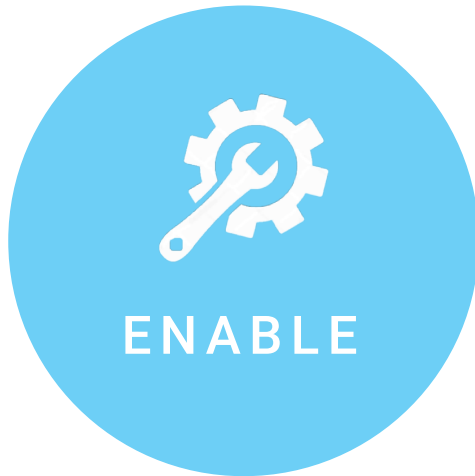
Automating Acrolinx Across the Enterprise

Laura Bellamy, Director of Content Strategy & Operations, VMware

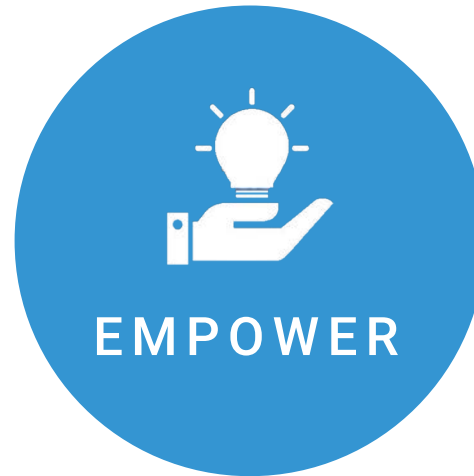
May 8, 2018

# VMware Content Strategy & Operations Mission

Lead the creation and implementation of repeatable processes and innovative technologies that deliver scalable content solutions for providing industry-leading CX.



Create content development standards and platforms that enable teams to efficiently develop and deploy information.



Implement industry-leading technologies that empower teams to make real-time decisions about content quality, value, and priority.



Deliver assets that enrich the customer experience and increase content value.

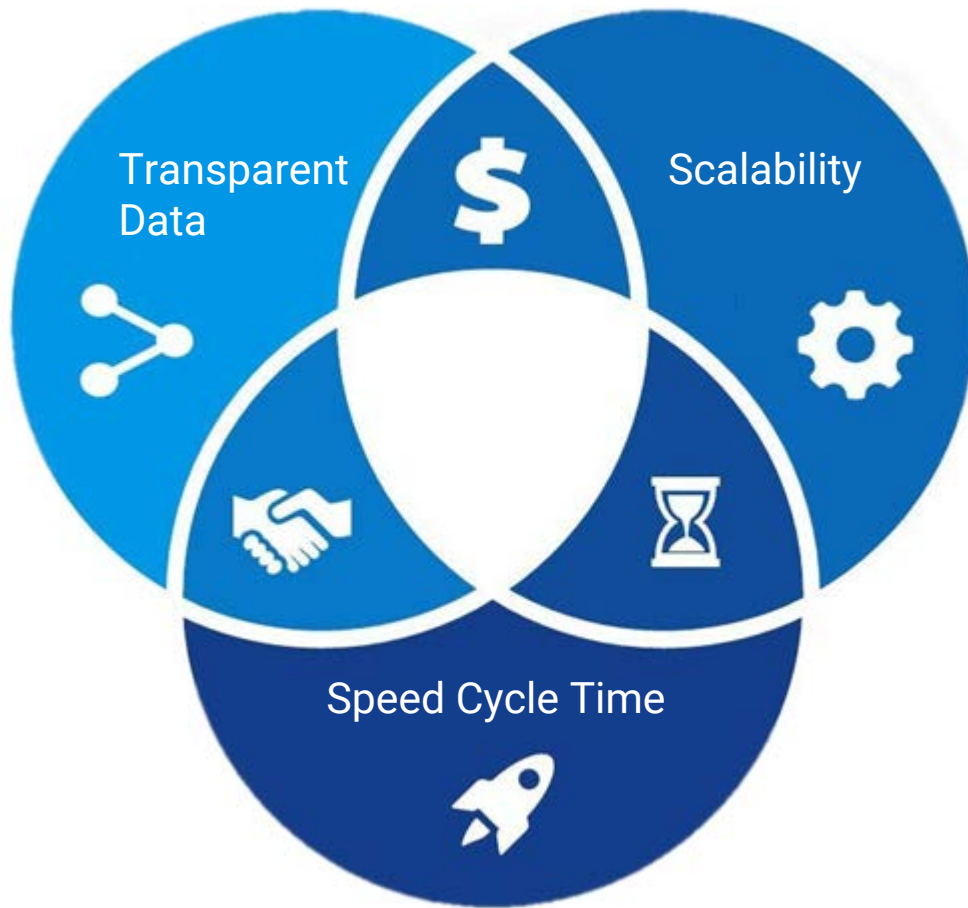


# Content Quality Challenges and the Need for Change

- ✓ Human editors struggled to cover the content scope
- ✓ Release cycle times were too fast for traditional editing
- ✓ Writer volatility meant constant training was needed (new hires, contractors)
- ✓ SME authors didn't care about our style guide
- ✓ Non-native speakers had challenges with content quality
- ✓ No quantitative way of reporting quality as a KPI
- ✓ No real-time understanding of customer-facing content quality
- ✓ Content standards and terminology are living documents and we struggled to keep them current



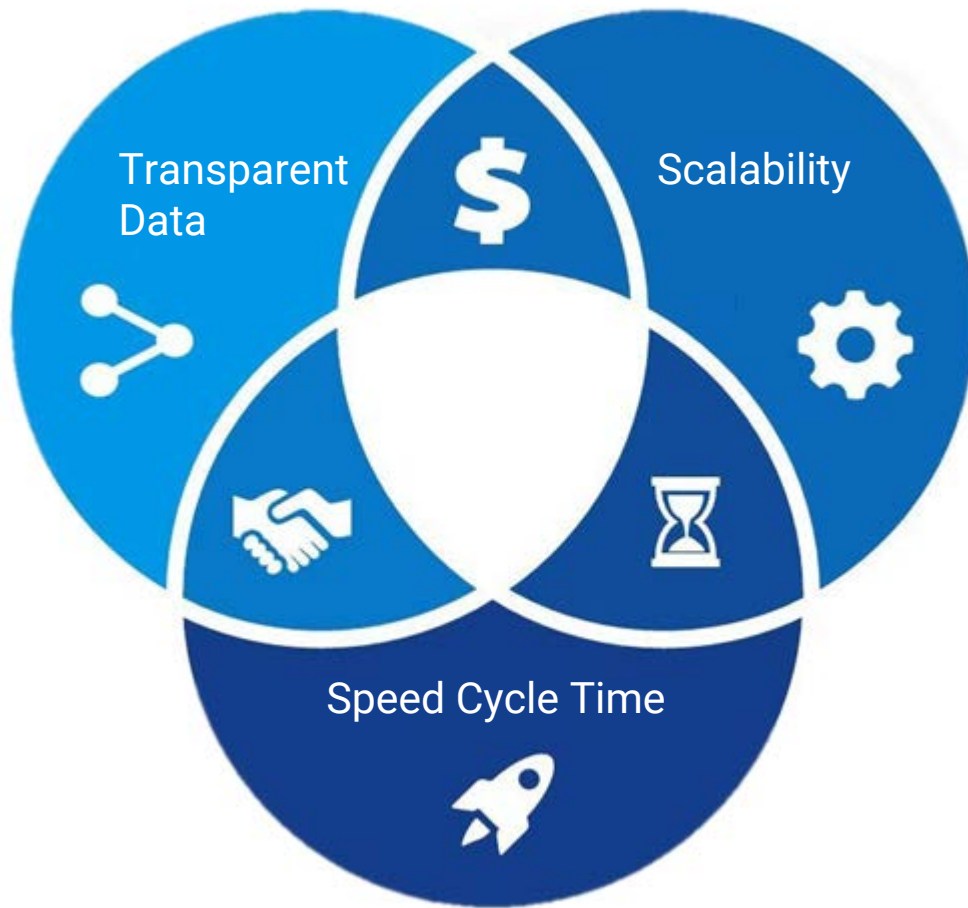
# Evolving the Quality Strategy at VMware



- **Scalability:** Improve scalability and authoring efficiency by automating scans throughout the content lifecycle.
  - **4** enterprise content teams in Acrolinx program  
Product doc, Support, UI Strings, Tech Marketing
  - **10** R&D business divisions using system
  - **3,754,650** issues flagged in 2017
  - **603,477** checks completed in 2017
  - **35,136** UI strings checked in 2017
  - **187,444,550** words checked in 2017
  - **2,200** average checks/day in 2017



# Evolving the Quality Strategy at VMware



- **Data Collection and Reporting:** Comprehensive scan of all content to gather baseline data, establish transparent reporting, and track trends.



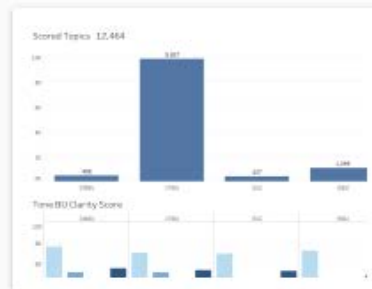
Overall Quality Metrics Summary



Quality Metrics by Product



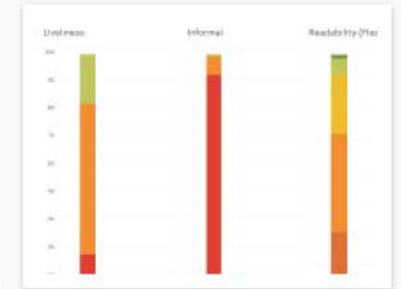
Quality Metrics by BU



Tone Overall Summary



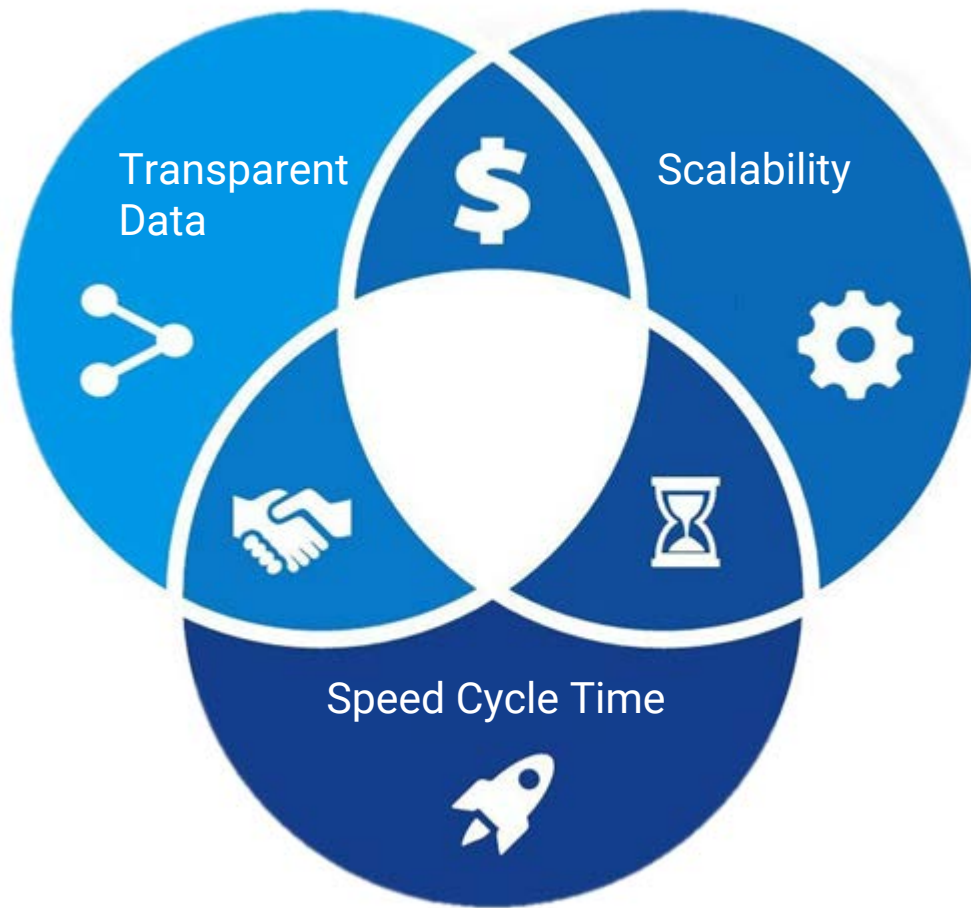
Tone By Product



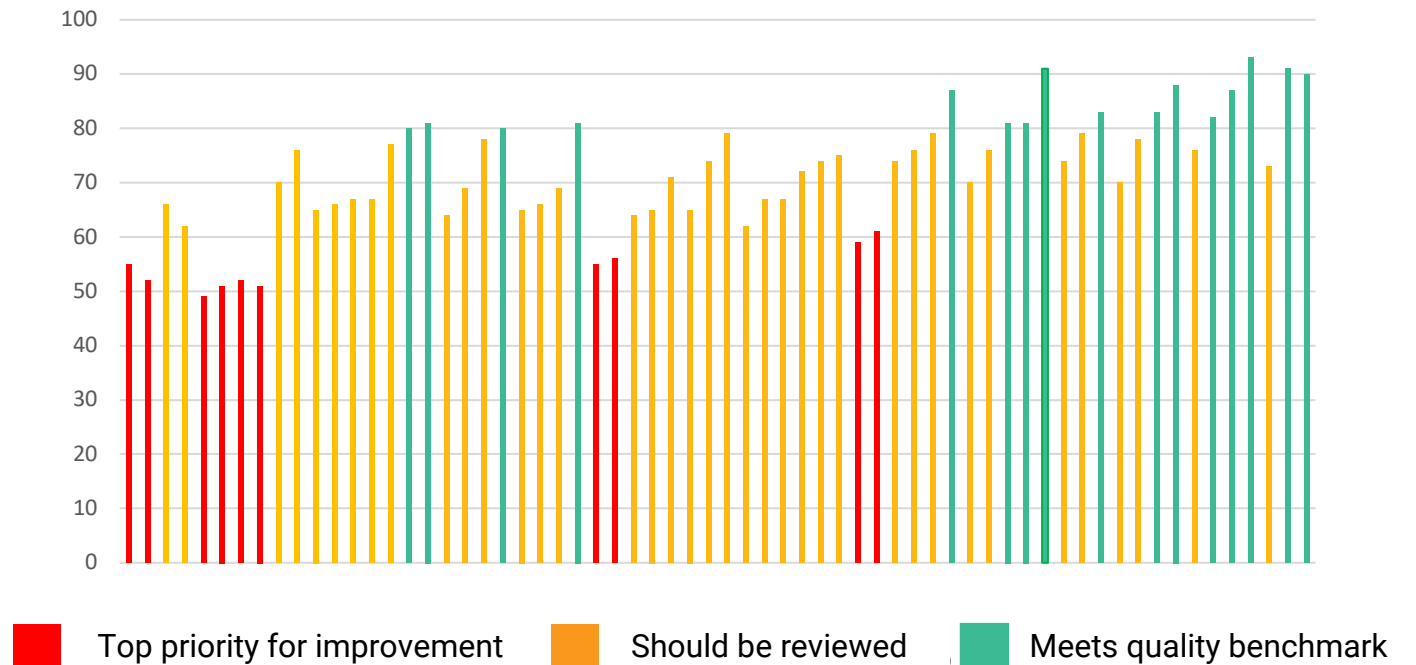
Tone By BU



# Evolving the Quality Strategy at VMware

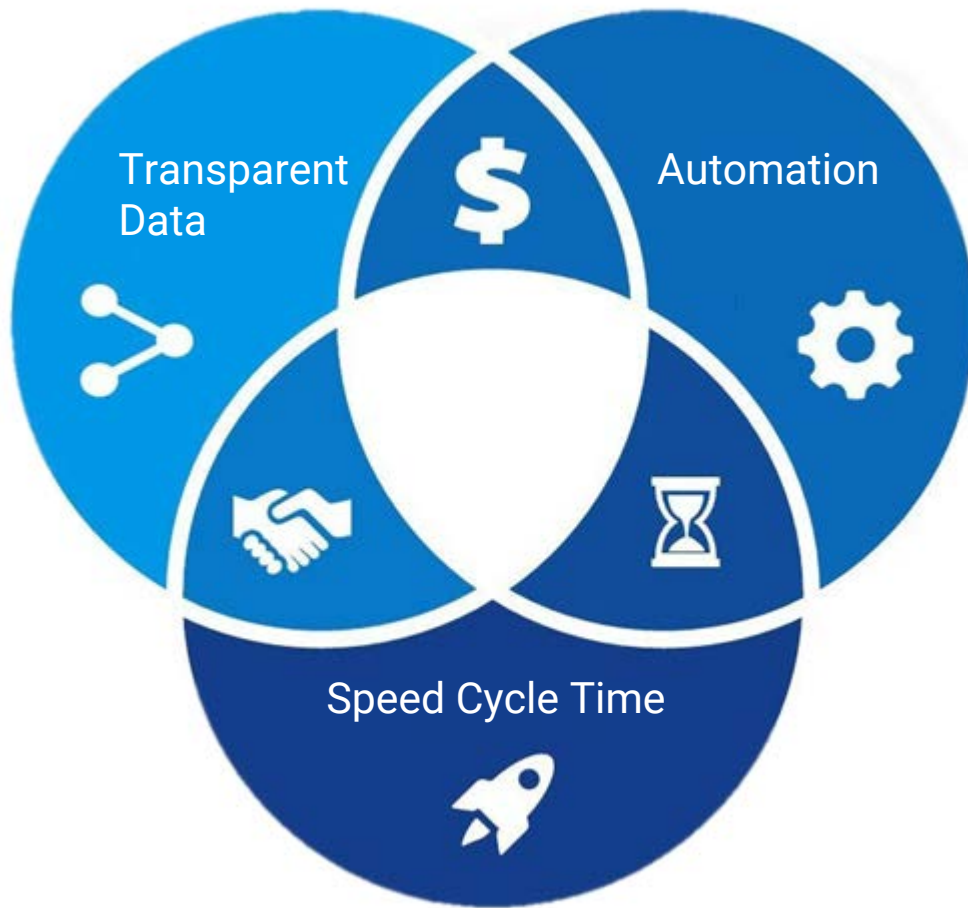


- **Speed Cycle Time:** Use automation and data to evolve editorial and quality strategy that supports continuous deployment model.





# Evolving the Quality Strategy at VMware



- **Business Outcomes:** Drive cost savings to self-fund new initiatives, ease authoring experience, and improve customer satisfaction.

**4** Editors > **1** Acrolinx Program Manager

**73%**

Users agree that Acrolinx improves the content quality

**60%**

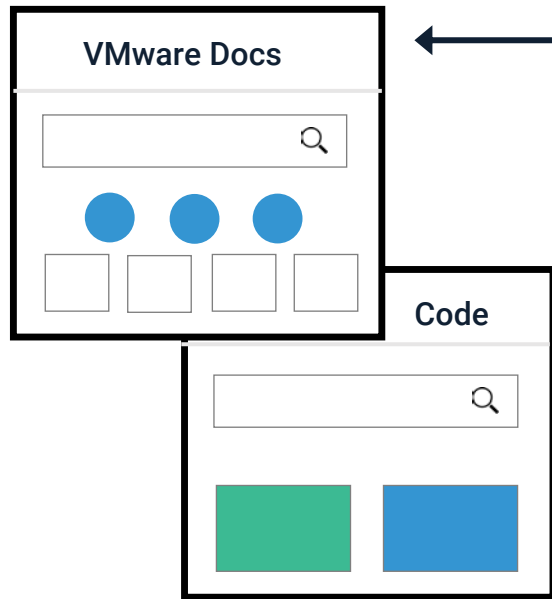
Users agree that Acrolinx saves time in producing higher quality content



# VMware Content Quality Service

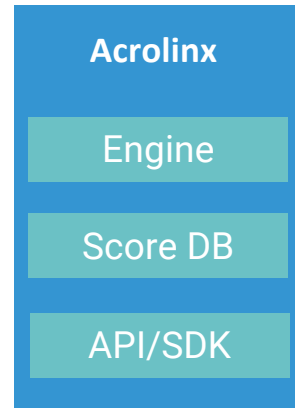
## Score Content on Customer-Facing Websites

to get real-time view of quality



## Centralized Corporate Effort

to align terminology and style

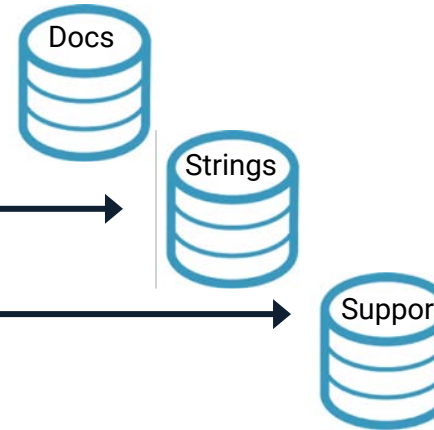


Dashboards



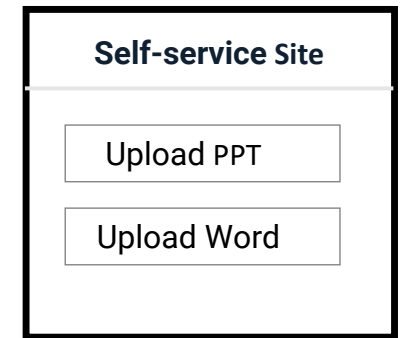
## Score Content in Repos

to correct quality at the source



## Self-service Site

to enable all VMware teams

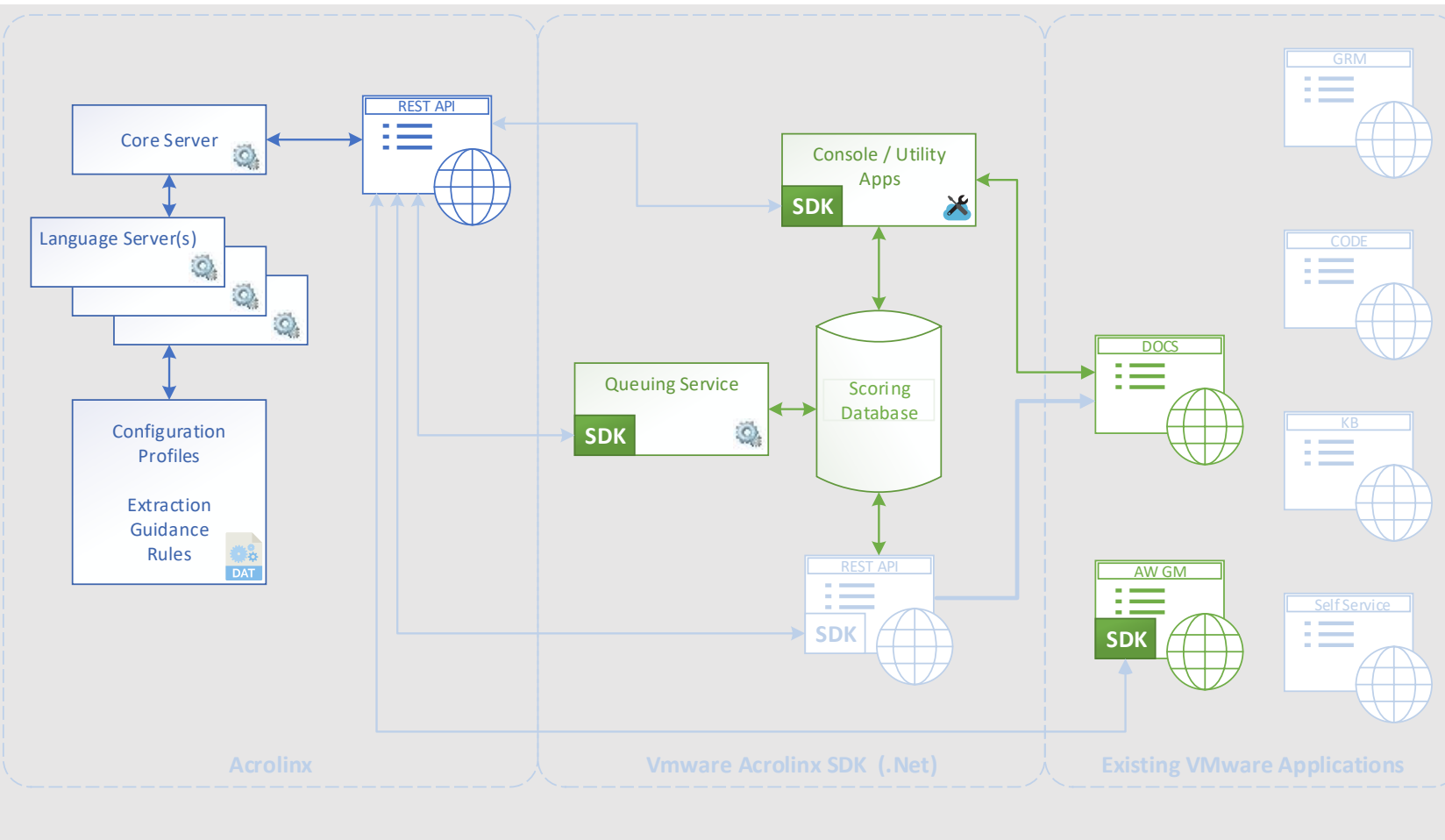


Quality Report





# Acrolinx & VMware SDK Architecture



## Automation Challenges

- No clear way to do high-volume processing
- Acrolinx REST API was not mature
- Acrolinx uses in-memory queueing
- Acrolinx reporting didn't meet our needs
- No support for .NET

## VMware SDK Benefits

- Able to process 25-40K requests day
- Encapsulated & simplified Acrolinx API
- Reporting agility
- SDK allows us to quickly interface to existing applications to onboard new teams

# Automated Reporting for all Audiences

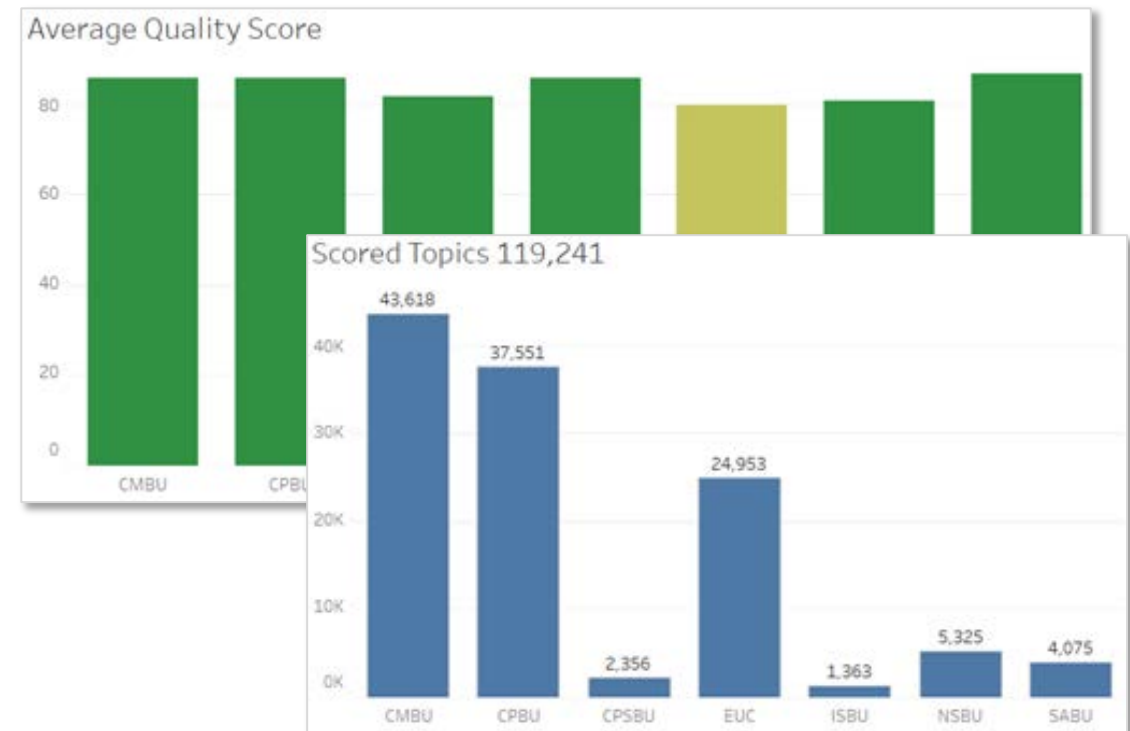
## Reporting for Authors

- Use the Acrolinx sidebar while authoring
- Content is scanned on check-in
- Automated quality reports at build-time for H5 and PDF

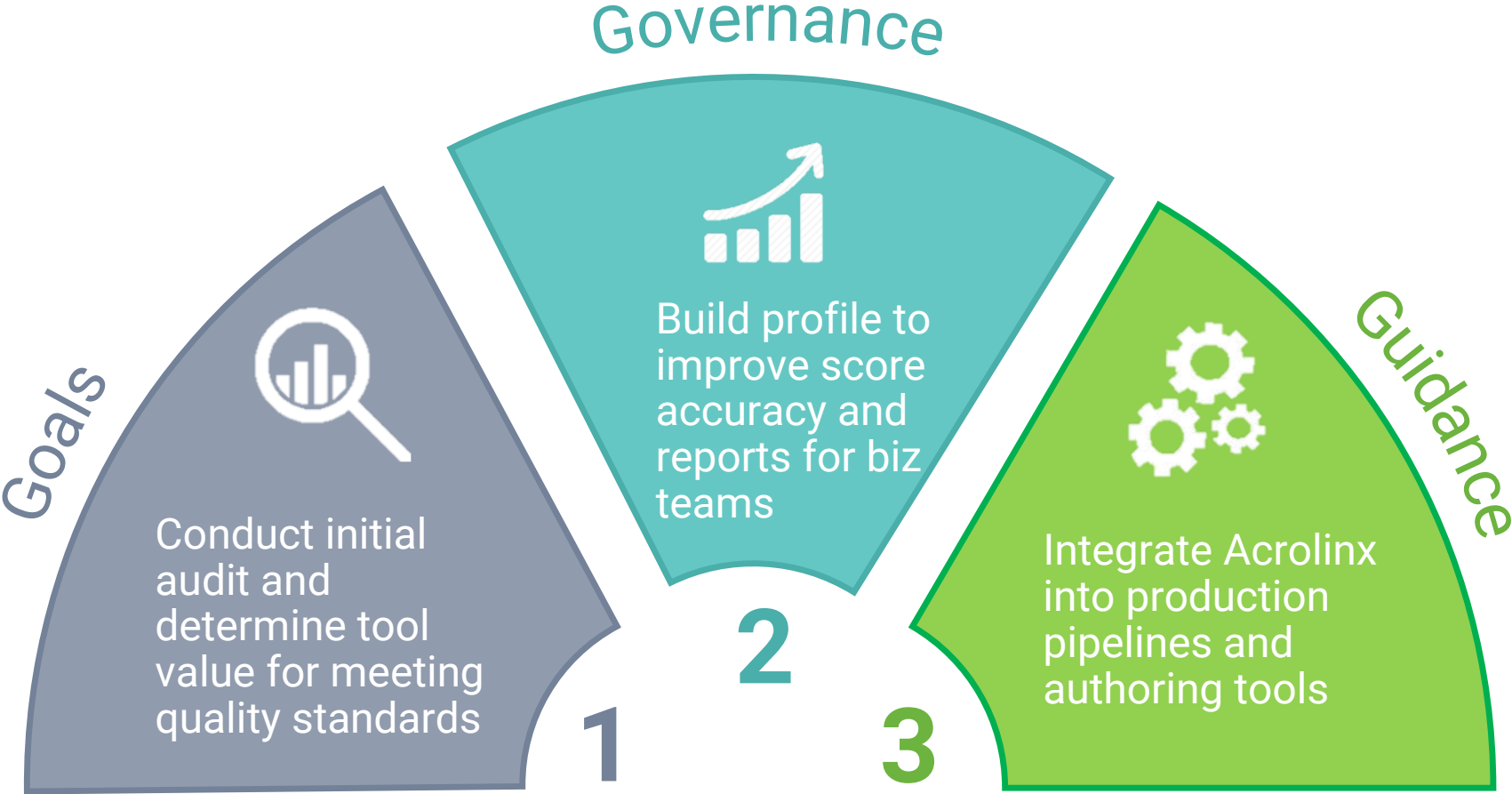
Topic (click for Topic report)	Quality Score
<a href="#">Preface Secure Config</a>	100
<a href="#">Updated Information</a>	100
<a href="#">Configuring Network Security and Secure Communications</a>	88
<a href="#">Configure X-Frame-Options Response Header</a>	74
<a href="#">Deny ICMPv4 Echoes to Broadcast Address</a>	88
<a href="#">Ports and Protocols</a>	100

## Reporting for Biz Leaders

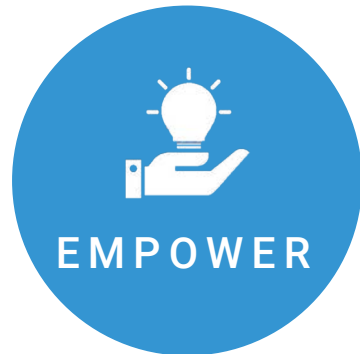
- DB stores scores for all checked-in content
- Transparent dashboards show KPI status
- Tableau reports enable data drill-down



# VMware Enterprise Onboarding Approach



# Next Steps for Acrolinx at VMware



Current

Use Acrolinx to create high-quality, brand-compliant content across divisions.

Use Acrolinx data to make tactical content decisions.

Use Acrolinx data to evolve the editorial strategy.

2018 Goals

Implement self-service profile management for stakeholders.

Gate check-ins based on quality thresholds.

Use big data analysis to establish content value KPIs.



# Content Performance Metric & BI Analysis – Stage 1

**Goal:** Judgement-free assessment of current metric capability.

Value Dimension	Metric/Mechanism	Status	Guiding Questions
Measure content usage	<ul style="list-style-type: none"> <li>Page views</li> <li>Impressions</li> </ul>	●	<ul style="list-style-type: none"> <li>Do you measure this?</li> <li>How do you measure this?</li> <li>Where is the data stored?</li> <li>Who is the owner of the data?</li> <li>What does the data model look like?</li> </ul>
Measure CSAT	<ul style="list-style-type: none"> <li>Helpful rating</li> <li>Stars</li> <li>Upvote</li> </ul>	●	
Measure content quality	<ul style="list-style-type: none"> <li>Adherence to process</li> <li>Acrolinx score</li> </ul>	●	
Measure info freshness	<ul style="list-style-type: none"> <li>Last updated</li> <li>Adherence to release EOL</li> <li>Mean time to touch</li> </ul>	●	
Measure responsiveness	<ul style="list-style-type: none"> <li>Closure rate</li> <li>Mean time to closure</li> </ul>	●	

**Note:** Non-negotiables are security and performance where metrics are SLAs and P0 requirements.



# Content Performance Metric & BI Analysis – Stage 2

**Goal:** Establish baselines for each metric that sets a standard for performing content.

Value Dimension	Metric/Mechanism	Status	Guiding Questions
Measure content usage	<ul style="list-style-type: none"> <li>X page views/ # of users</li> </ul>	●	<ul style="list-style-type: none"> <li>What is the current baseline?</li> <li>What are the known industry benchmarks?</li> <li>How can you apply nuance to your content?</li> <li>What are company policies?</li> </ul>
Measure CSAT	<ul style="list-style-type: none"> <li>X% helpful rating</li> </ul>	●	
Measure content quality	<ul style="list-style-type: none"> <li>80 Acrolinx quality score for docs</li> <li>95 Acrolinx quality score for strings</li> <li>X% tech review comments addressed</li> </ul>	●	
Measure info freshness	<ul style="list-style-type: none"> <li>Less than X days to touch</li> <li>X% compliance with EOL process</li> </ul>	●	
Measure responsiveness	<ul style="list-style-type: none"> <li>X% bug closure rate in cycle</li> <li>X days as mean time to closure</li> </ul>	●	





# Content Performance Metric & BI Analysis – Stage 3

**Goal:** Apply BI and big data analysis to correlate data and answer business questions based on content value.



- What content can I stop maintaining right now because no one is using it?
- How should I prioritize maintenance work
- Does Acrolinx quality, readability, tone, or topic length have any influence on customer satisfaction?
- Does Acrolinx quality, readability, tone, or topic length have any influence on SEO?
- How can I identify and fix content that is performing poorly only because people can't find it?
- Are certain types or qualities of content more likely to be successful?
- Can I use my resources more efficiently by taking advantage of *when* in the release cycle users engage with different doc types, subjects, or features?
- Do we have content gaps?
- **Is my content successful?**





2018

# Content Connections

THE FUTURE OF CONTENT

acrolinx