talla

WHY YOU SHOULD
ADOPT AI
BEFORE, NOT AFTER, FIXING YOUR CONTENT PROBLEMS

INTRODUCTION:
CONTENT OPPORTUNITIES,
NOT CONTENT PROBLEMS

At Talla, we often hear the lament that, "I can't adopt artificial intelligence right now because I have to clean up my content problems first." Bright executives have heard the repeated message from the AI industry that artificial intelligence uses your internal data and documentation to "learn" its job. Thus, these leaders conclude that disorganized, out-of-date, and contradictory documentation -- i.e. messy content -- is a barrier to adopting AI.

In fact, the opposite is true.

There is no better time to adopt an AI solution than before you clean up your content. Because if you install an AI assistant before improving your documentation and data warehouses, that AI assistant can learn from how you clean up your content and, in most circumstances, the AI assistant can help.

HOW TALLA HELPS
SOLVE CONTENT PROBLEMS

Talla's artificial intelligence solutions are designed around one key function: *giving you straightforward answers in plain English.*

If your customer service team asks whether an insurance policy covers hail damage, Talla will return a *Yes* or *No* answer, not just a link to the policy PDF. If a salesperson asks Talla who in your company has the authority to offer a price discount, it will give you a name and contact information, not just a link to an Org Chart. If an employee wants to know if their office is closed on Columbus Day, Talla will actually tell them, rather than just sending over a blurb from the employee handbook about vacation calendars.

To deliver this performance, Talla must learn and understand all your content, documentation, and data. And the best way for Talla to understand your content is to help you organize it. That's where Talla's integrated **knowledge base** and **virtual assistants** come in.

Talla's smart knowledge base serves as an organized, AI-optimized repository for your content. As you transfer data and documentation in your Talla knowledge base, artificial intelligence helps convert that data into new, more useful formats. It also analyzes the data as you load it, coaching you in how to tag and store all your existing content in the most useful ways, and pointing out inconsistencies and gaps in your documentation as it gets added to the knowledge base.

Imagine a library with shelves that sort themselves, tell you when you've got two copies of the same book, note if one of those copies is out of date, warn if you're missing one or more entries in a series, and point out if you're lacking books on some key topics. Now imagine if those "shelves" could answer any reasonable question about any of the books they hold, so you never even had to go look up information or even take an item out of the stacks. That's Talla's knowledge base.

Talla's virtual assistants work alongside your employees, observing their chat conversations and monitoring their work. These AI agents can see which knowledge base entries are shared, which are the most useful, which must be "corrected" when they are sent out, and what questions keep coming up with no relevant knowledge base articles to answer them. Talla assistants can help you upgrade the data in your knowledge base both during and after loading your content into Talla -- so your documentation gets better from Day One and improves continuously from that day forward.

These virtual assistants are powered by the same AI engine that organizes your knowledge base, so the two sources of data inform and improve each other. The AI assistants answer questions using the optimized content in your Talla knowledge base and note when their responses get results. This, in turn, drives data analysis and task assignments to create more and better knowledge base content, which leads to better answers and performance from your virtual assistants.

This virtuous circle of self-learning content optimization leads to several very specific data points and content improvements from Talla.

CONTENT OPTIMIZATION FEATURES FROM TALLA

Identify Duplicate Content

Since Talla doesn't just store content, but parses and analyzes it with artificial intelligence, Talla can recognize when the same documents or content items have been stored in two different locations or systems. By eliminating duplicate content, Talla helps create a "single source of truth" for key topics and preempts the occurrence of conflicting versions of the same reference item.

Identify Conflicting Content

Talla AI can determine when two content items are discussing the same topic but provide conflicting information. For example, when two different versions of your current pricing guide or privacy policy are in use, with neither obviously the most current nor correct, Talla will call attention to the issue. Talla can avoid confusion by helping you pare down to a single, authoritative version of any content item.

Identify Out-of-date Content

Talla can identify when content has fallen out of date -- for example, the only version of your employee handbook being dated as October of 2018 --- flagging it for update or replacement.

Identify Undefined Acronyms

Talla can note when acronyms or internal jargon are repeatedly used with no authoritative definition on file. Talla can flag these acronyms for formal write-up, and then link that definition to every appearance of the acronym in the knowledge base. Once defined, Talla assistants can tell anyone who asks what, for example, a "TPS report" is.

Generate Definitions

When an acronym, industry jargon, or internal terminology is indirectly defined by usage and context, Talla can spin up its own definition for acceptance by your team and reference by your virtual assistants. More simply, Talla can build large portions of your company glossary for you.

Suggest Keywords and Categories

Talla can generate meta-data, like tags and categories, to search-optimize your content both for use by internal assistants and for organizing the layout and structure of your knowledge base.

Suggest Missing Content

Talla's AI can recognize patterns in your content, and gaps in those patterns, allowing it to suggest content that should be in your knowledge base but isn't. For example, if four out of your seven offices have a formal parking reimbursement policy, Talla will suggest that the other three need one, too (or a statement as to why they don't have a formal policy).

Suggest Most and Least Necessary Content

By monitoring the topics that are discussed, questions that are asked, and links that are exchanged in your internal communications channels, Talla can note which content items are "dead weight" that can be removed from your knowledge base, and which topics are so prominent that those articles should be constantly reviewed for accuracy and completeness. This avoids both "content bloat" and "content rot."

Suggest Areas To Automate

When Talla notes that your staff regularly provides the same predictable answers or information for the same task and questions, it will suggest automating those tasks (and may even be able to perform some or all that automation itself).

CONCLUSION:
CLEAN UP YOUR CONTENT WITH TALLA

Why would you go to all the trouble of pruning, sorting, and optimizing your content before adopting the AI solution that will help you with all that tedious and difficult work? Why would you ask your own team to slog through duplicate, contradictory, out-of-date content scattered across multiple systems and solutions when you could "hire" a team of AI assistants that could help you get your content in order more quickly and more easily than your staff ever could on their own?

You shouldn't wait to adopt Talla until after you get your content cleaned up, because Talla is the best possible tool for organizing and optimizing your content.

If you have a "content quagmire" -- and you're ready to start employing artificial intelligence to clean up the mess -- **contact Talla today**.