

THE ROBOTS ARE COMING DO YOU SPEAK ROBOT?



Situation: We need to do more with content

- It isn't enough to deliver the right content to the right people at the right time. Your customers don't just need content anymore, they need answers. The move to artificial intelligence, chatbots, and conversational user-interfaces is changing how we create and deliver content.

\$500B

Size of the connected Intelligent Industry of products, operations and services this year.

[Adobe DITA World 2021]

BY

2023

Year the number of AI-powered voice assistants is forecast to reach 8 Billion worldwide.

[Statista, 2019]

15%

The percentage of total client interactions to be handled by AI in 2021 —up 400% from 2017.

[Gartner, 2019]

Solution: Intelligent Microcontent

- This is the next step in our journey from documents and topic-based structured authoring to more precise, flexible, and consumable content components.

Intelligent, precise components feed smart machines



Microcontent is:

- > About one idea
- > Clearly labeled
- > Easy to scan, and
- > Appropriately written for intent anywhere it's needed.



Your words matter



The techniques you use to write and organize component-based content will have an even greater impact on the readiness and usability of your content in the future. Content needs to be precise and written for user intent.

Be Ready

Learn to write for both bots and humans. Lead your organization into the era of Information 4.0 with intelligent microcontent.



precision content

Make the move to intelligent microcontent. Contact us today.

www.precisioncontent.com

GET YOUR CONTENT FUTURE READY



precision
content
+ trust in your content



Content is where customers experience brands, yet many organizations struggle to create, manage, and publish high-value content. You need content that is easier for everyone to use so that the right information flows freely throughout the organization to anyone at anytime and anywhere it is needed.

We help our clients become content management rock-stars so they can wow their customers with clear, concise, and usable content. Through content transformation, we can help you lead your organization into a future powered by incredible advancements in content management and artificial intelligence. Your customers are looking for answers. **Is your content ready?**

How we help you



Services

With you at every step:

- Consulting
- Strategy
- Architecture



Technology

The right tools for the job:

- CCMS
- Workflow
- Publishing



Content

Standards to help you scale:

- Transformation
- Training
- Support

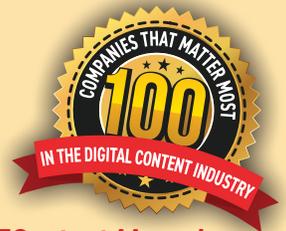
Learning Method

It's all about how you write the content

The Precision Content® Writing Methodology provides clear rules and guidelines for how to write topic-based content. The content doesn't just become XML after application—it is completely transformed into highly usable content, appropriately typed, clearly written, and ready for what's coming next.

Industry Leaders

Precision Content is proud to have been named one of the **top 100 companies** that matter most in the digital content industry in **2019 by EContent Magazine**.



Bring the power of structured content into your organization

Visit www.precisioncontent.com and click, "Book an appointment".

With structured content your organization will be future-enabled.

Be ready. Be first. Be innovative.



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About Us

Precision Content is a full-service content management consultancy specializing in high-value structured content. We help make your information easier to use and maintain with our research-based writing methods and best-in-class technology. Founded in 2013, the company is based in Toronto, Canada.