

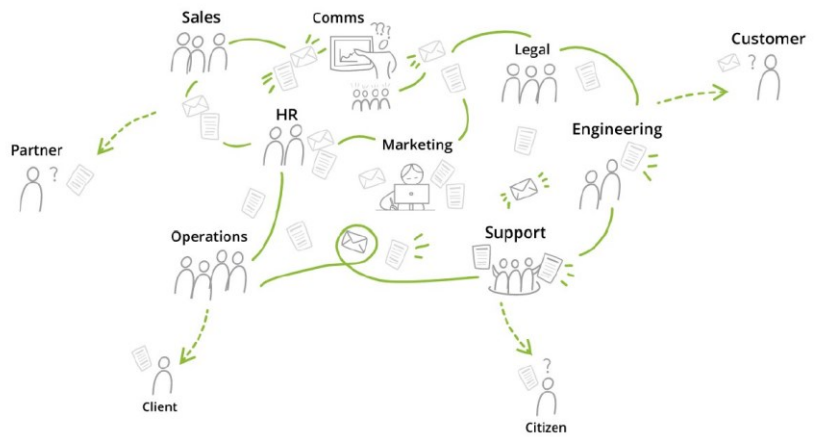
QUICKSTART GUIDES

Why use VT Insights?

Today, every company is a content publisher looking for a unique brand voice. However, voice clarity is difficult to measure across multiple teams, departments and contributors.

VisibleThread analyzes corporate communication with these results.

- Reduce costs, increase revenue
- Eliminate communications silos
- Improve customer satisfaction
- Drive consistent brand experiences
- Boost user engagement
- Increase employee productivity



How to improve your voice clarity?

- Implement your plain language program rollout across your company
- Set your baseline quality and style guide targets with thresholds & watch word lists
- Educate writers and editors
- Boost user engagement
- Increase employee productivity
- Track individual user, team adoption and adherence
- Instantly see if writers are using non-compliant, off-brand language
- Measure Quality improvement

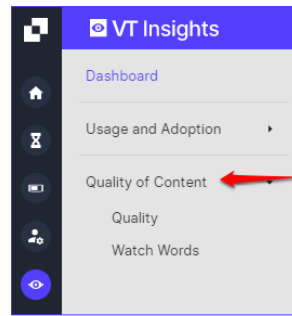




Have we improved our content?

Log into VT Writer with your credentials.

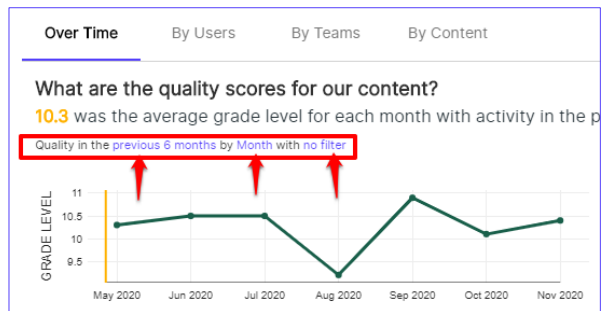
1. Click on the Insights icon on the side bar
2. Click "Quality of Content"
3. Click "Quality"
4. Check the average grade level per month for your content
5. You can see scores for:
 - Grade level
 - Readability (Flesch)
 - Long Sentences
 - Passive Voice
6. Select "By Users" tab to check individual quality scoring.
7. Select "By Content" tab to check the content quality per scan type.



PRO TIP

Select reporting period and filter by clicking on each of the highlights and select your parameters.

We recognize there will be many versions created as you edit your content. To get the scores for the latest content revision from a writer or team, you can filter on "Final Revision Only".



Is our language compliant? Is our style guide being used?

Watch Words are a list of keywords that you want to check in the text. Pinpoint out of date T&Cs and non-compliant language. Check adherence to your style guide and preferred terms.

1. Click on the Insights icon on the side bar.
2. Click "Quality of Content"
3. Click "Watch Words"
4. See how many of your key terms were used by contributors
5. Select "By Users" tab to check how users are adhering to your style guide
6. Select "By Content" tab to check which content included your keywords



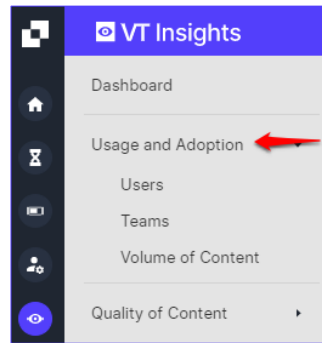
Person	Team	Words	Scores	Watch Words #	Density
John Doe	Engineering	424,207	22	10,420	2.7%
Jane Smith	Marketing	410,000	14	10,250	2.5%
Bob Johnson	Product	391,794	27	10,347	2.6%
Alice Williams	Customer Success	127,004	147	10,547	2.8%
Charlie Brown	Engineering	27,248	18	4,383	1.6%
Diana Prince	Marketing	22,000	36	4,500	2.0%
Edward Norton	Marketing	20,000	22	4,500	2.2%

Item	Score	Watch Words	Density
104,207	100	104,207	100%



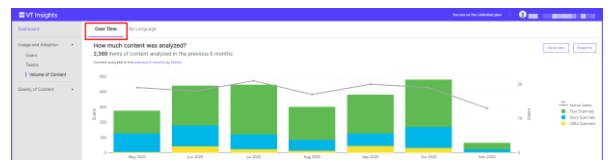
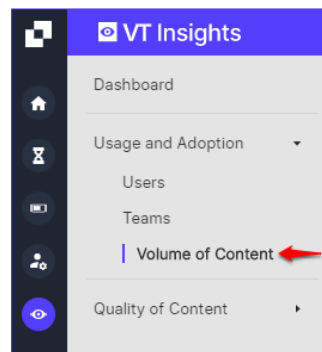
Who's scanning content over time?

1. Click the Insights icon on the side bar
2. You'll see the Insights Dashboard
3. Click "Usage and Adoption"
4. Click "Users" or "Teams"
5. Check how many users analyzed content. Export as a graph (.svg) and table (.csv file)
6. Check activity by selecting "Inactive Users" and "Active Users" tabs



How much content did your users analyze?

1. Click on the Insights icon on the side bar
2. Click "Usage and Adoption"
3. Click "Volume of Content"
4. Select "Over Time" and "By Language" tabs to see content scanning activity
5. Export the results as a graph (.svg) and table (.csv file).



PRO TIP

You can alter the usage period by date range and specified intervals.

