

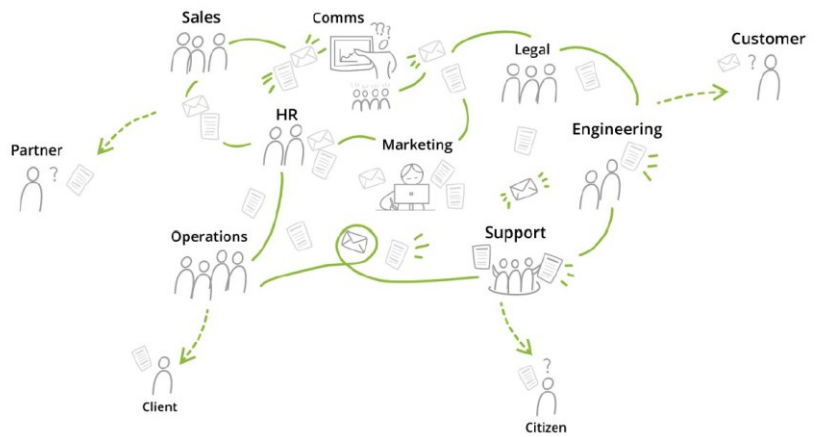
QUICKSTART GUIDES

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?

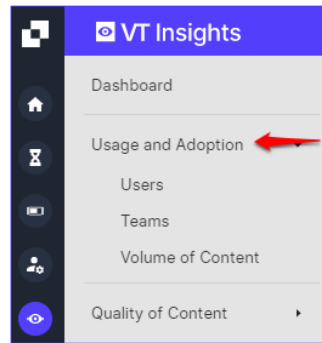
- Implement your plain language program rollout across your company
- Set your baseline quality and style guide targets with thresholds & watch word lists
- Educate writers and editors
- Boost user engagement
- Increase employee productivity
- Track individual user, team adoption and adherence
- Instantly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





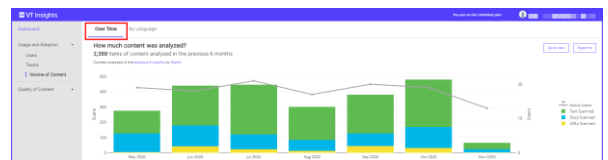
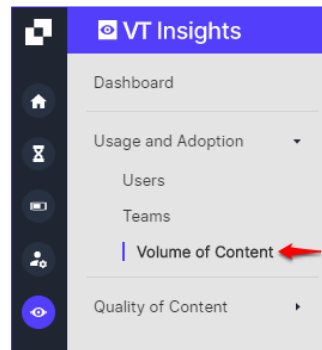
Who's scanning content over time?

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.

