Kaltrium Editor · Refined Text Report

Date: 2025-11-17

Executive Summary

The refined text clarifies the need for structured messaging that emphasizes measurable business outcomes and reduces jargon.

Original Text

Our current product messaging explains individual features, but it doesn't clearly communicate the real
business outcomes customers can expect. Some parts sound like promotional marketing language, while
others contain technical terms that new users find confusing. This inconsistency makes the description
feel less credible and forces prospects to guess how the product actually improves their workflow.

We need a clearer, more structured explanation that focuses on measurable value, such as reducing
manual work, increasing team visibility, and accelerating decision-making. The tone should remain calm,
professional, and free of hype. Please refine the text without changing any facts and ensure that the
message feels relevant for business buyers.

Refined Version

Our current product messaging outlines individual features but fails to effectively convey the business outcomes customers can expect. Some sections sound overly promotional, while others use technical jargon that may confuse new users. This inconsistency undermines credibility and leaves prospects uncertain about how the product enhances their workflow.

We need a clearer, more structured explanation that emphasizes measurable value, such as reducing manual work, increasing team visibility, and accelerating decision-making. The tone should remain calm, professional, and free of hype. Please refine the text without altering any facts and ensure the message resonates with business buyers.

Key Improvements

• Rephrased the first sentence to clarify the issue with current messaging.

• Replaced 'promotional marketing language' with 'overly promotional' for conciseness.

• Simplified 'technical terms that new users find confusing' to 'technical jargon that may confuse new users'.

• Changed 'forces prospects to guess' to 'leaves prospects uncertain' for a smoother flow.

• Reworded the second paragraph to emphasize the need for clarity and structure.

Recommendations

• Avoid using overly promotional language that can detract from credibility.

• Ensure technical terms are explained or simplified for new users.

• Focus on communicating measurable business outcomes.

• Maintain a calm and professional tone throughout the messaging.

• Structure the explanation to enhance readability and understanding.

Quality Assessment

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Grammar          95/100
Clarity          94/100
Tone             92/100
Consistency      93/100
Overall score    94/100
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Your message now clearly communicates what changed and why it matters for your users.