



One Clear Voice

Anonymized Example created for



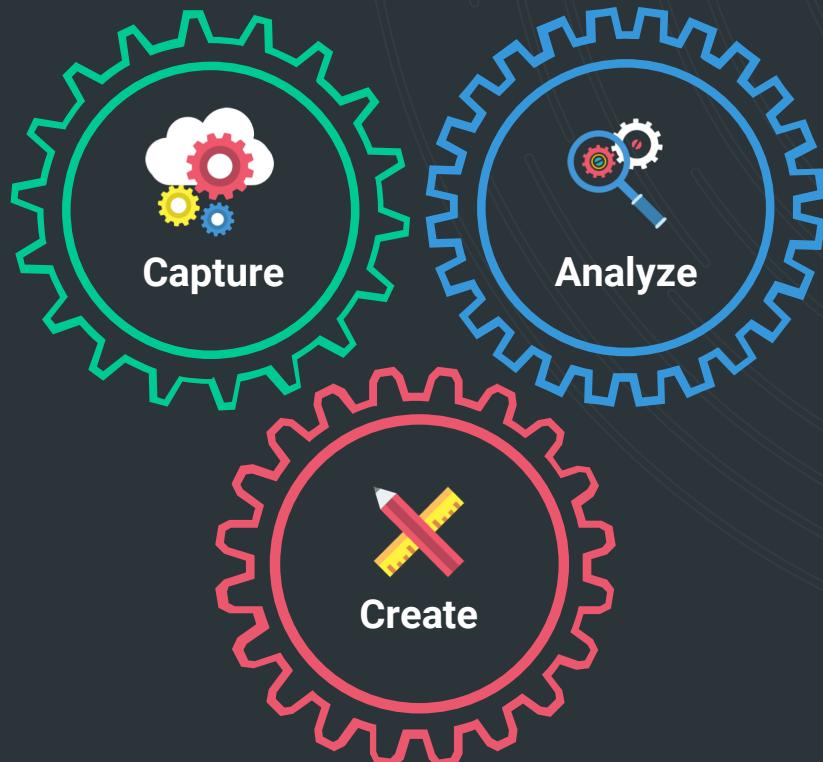
A Fortune 100 Company

Brilliant staff, complex
proprietary information
that needs to be
communicated internally,
and needs to use internal
documents to generate
external content for
multiple audiences.



Acrolinx at a glance

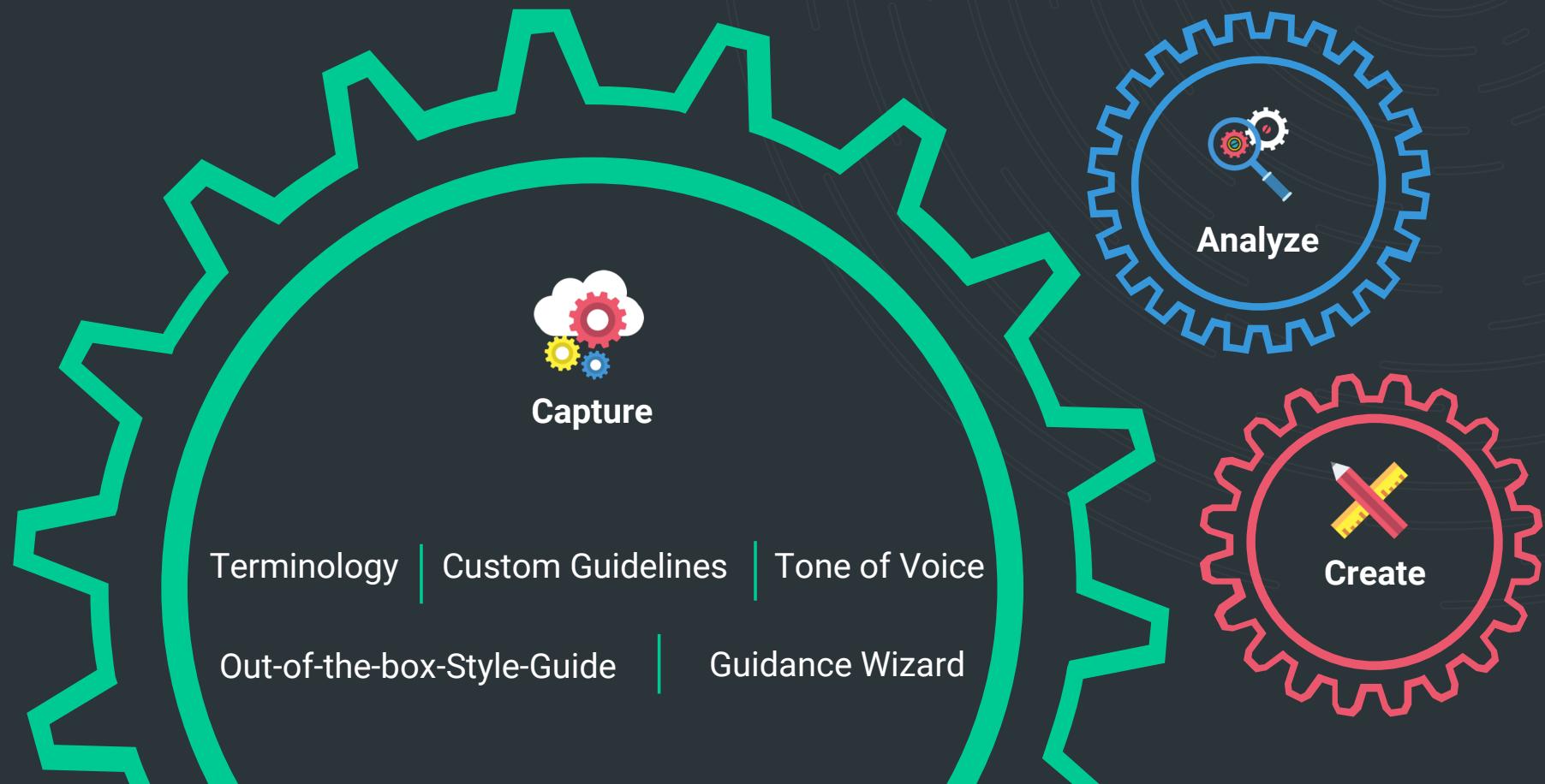
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Your Content, Your Goals

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X We added a few more words

Terminology	
Search Filter	
Terms	
Winter [Breeze]	×
Autumn [Leaves]	×
Flower [Bloom]	×
[Sunshine]	×
[Moonlight]	×
D&C [model]	×
W&E [model]	×
AZR [model]	×
Archie Ziggy Richie [model]	×
W&E	×

Ensure Archie Ziggy Richie model is consistently capitalized.

Entered as a verb, Acrolinx will automatically check Archie Ziggy Richie modelling for consistency as well.

Adding fresh terms only took a few minutes.



We explored how domains could be split up

Essential, words for everyone.

Academic, words for academic texts.

General, words for a general audience.

IT, for UX experiences and other IT contexts.

New_Words, to capture user contributions for consideration

Domains

Essential	130
Academic	13
General	2
IT	221
New_Words	31



Audience specific possibilities

Term ▾	Status	Language	Domains
bn.	☒ deprecated	English	General
bn.	☑ preferred	English	Academic

If you wanted to, you could use bn. in Academic texts, but ask writers to spell out billion in texts intended for a general audience.



Automatically generated glossary

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bn.

Status ~~deprecated~~ Language English Domain General

Created by admin Created on Tue Sep 18 15:52:07 PDT 2018
Last modified by admin Last modified on Tue Sep 18 15:52:42 PDT 2018

All Custom Fields

FIELD NAME	VALUE
Process status	unprocessed
Context	For general audiences, please spell out billion

All Links

TERM	STATUS	LANGUAGE	DOMAIN
one thousand million	deprecated	English	Essential
billion	preferred	English	Essential
bn.	preferred	English	Academic

Do not use bn. for a General Audience

Never say one thousand million

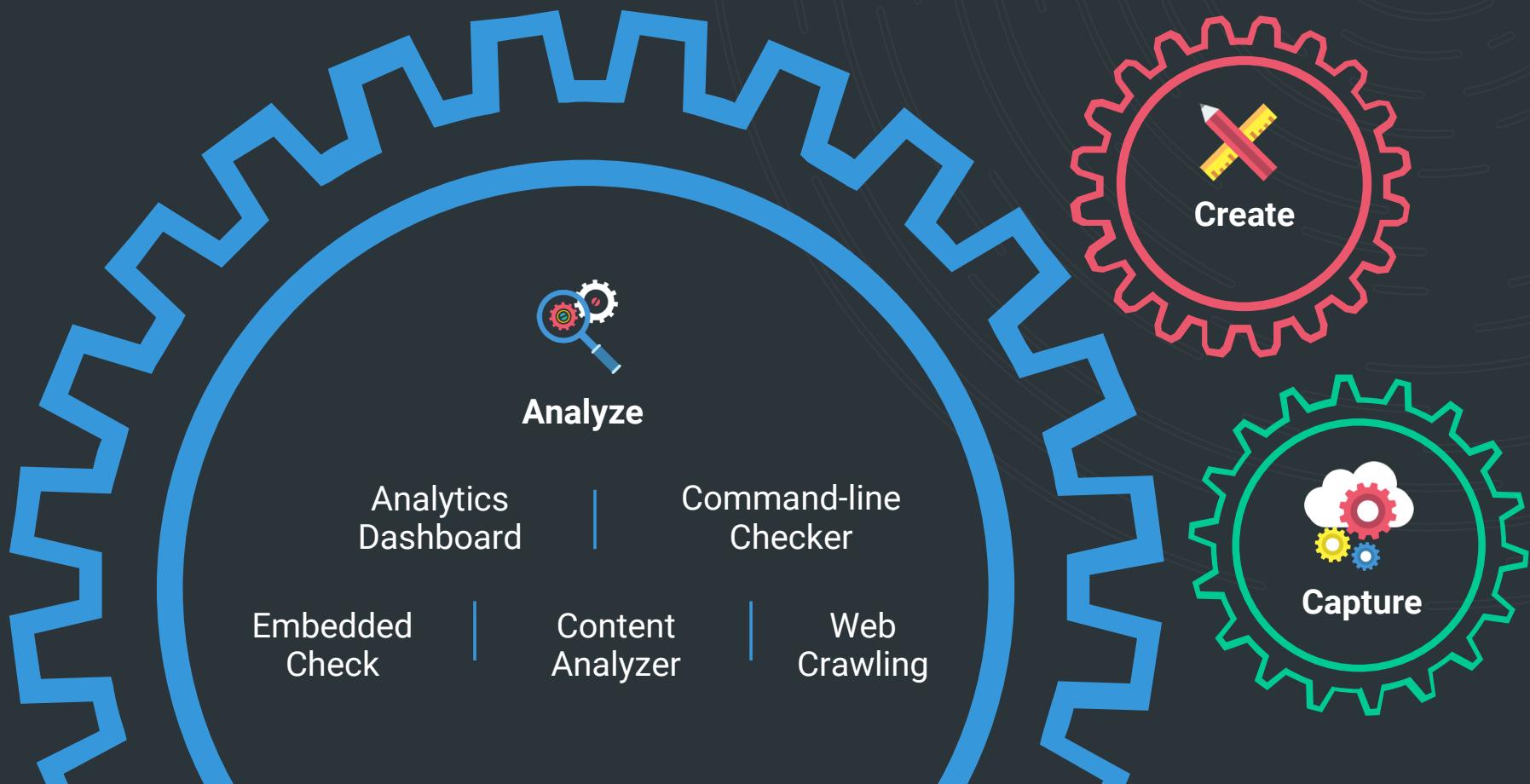
It's always ok to spell out billion

For Academic audiences it is ok to say bn.



360° Insight

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X UK vs US spelling, with two different views from the dashboard

Profile:

Papers

Issue	Context	Document	Count
minimizing	Those parameters are fitted by minimizing the following objective function:		1 1 1
optimization	This form is equivalent to the Simpsonian optimization and has the advantages to smoothen the constraint application.		1 1 1
optimizing	The study performed in section 3.1.1.4 demonstrates that, when optimizing, the level of the mean reversion weed will increase the Quality of Fit of the rotation implied circumference matrix but it does so only marginally and will lead to unstable simulated Moonlight distributions.		1 1 1
fertilized	Flower Bloom Modelling is run under normal market conditions (the unfertilized crop) and under credit distressed market conditions (the fertilized crop).		1 1 1

Profile:

Papers in American

Type	Guideline	Count
Spelling	analysed	14
	behaviour	7
	modelling	4
	organisations	4
	regularisation	4
	judgement	3
	modellers	3
	analyse	2
	analysing	2
	defence	2
	finalised	2
	minimising	2
	optimising	2
	summarised	2
	Flavours	1
	Generalised	1
	Pences	1



Do you want consistency around the serial comma? acrolinx

Guideline Details

Issue	Context	Document	Count
Serial comma: Add a comma before "and"?	The ABC, Volatility and Long Term Rotation columns are respectively the mean reversion weed, drought and long term mean calibrated using the methodology described in section 4.3.		40
	A naive approach would be to select the combination leading to the best Quality of Fit across the different crops (i.e., 6M, 3Y and 15Y).		2
	As just demonstrated, the three storm cycles that are the best proxies of the entire storm correlation structure and lead to a stable and precise rotation implied circumference matrix fit are the 6M, 3Y and 30Y cycles		1
	As mentioned in Section 3.1, the consolidated dataset used for model development can be divided into 3 components - external ratings, customer-specific characteristics (financials and qualitative variables) and systemic factors (macroeconomic factors).		1

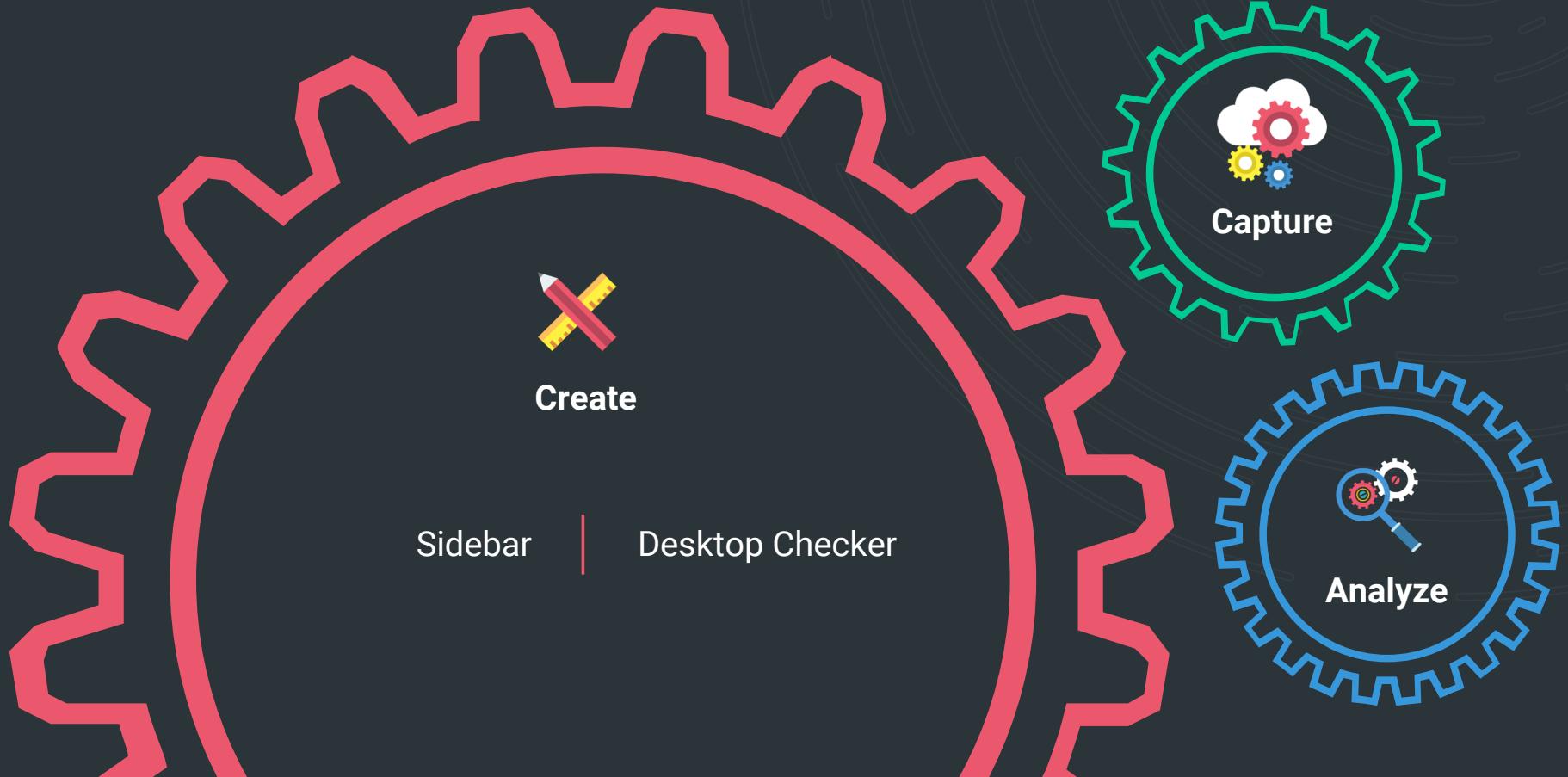
Guideline Details

Issue	Context	Document	Count
Serial comma: Remove this comma before "and"?	A rank assessment was assigned by estimating a linear regression between rank of the external rating (target variable) and model scores from 3 different modules (financials, macroeconomic, and qualitative) that were based on specific customer characteristics (financial and qualitative variables) and systemic factors (macro variables of the country of booking to capture the systemic factors involved).		29
	Box plot was the key metric used to assess a factors suitability, while other metrics - Pearson correlation with target variable, spearman rank correlation, and Cramer's V - were used to support the decision taken from the analysis of box plots.		1
	Consolidated datasets for financials and ratings were produced by extracting the Excel sheets to CSV, stripping the headers, and merging the files using a PowerShell script.		1
	Details on variable names, data fields, and variable descriptions are given in a separate document attached in Appendix B.1.		1



Creator support where it matters

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Support writers in the moment

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Heteroskedasticity

The White test and the Breusch-Pagan test for checking the homoscedasticity assumption were checked. The results are presented in the table below.

Both of the tests reject the hypothesis of homoscedasticity indicating that the residual are homoscedastic. The Newey-West method was applied to adjust the covariance matrix to account for the heteroskedasticity. The model was re-estimated and all variables remain significant.

A screenshot of a software interface showing a tooltip for the term 'Heteroskedasticity'. The tooltip contains the following text:

Short definition to be used instead of heteroskedasticity

Deprecated (Variant)

Domains
Essential

MORE INFORMATION

When adapting content for different audiences, provide consistent in context coaching around how to simplify.



Let users easily suggest new words

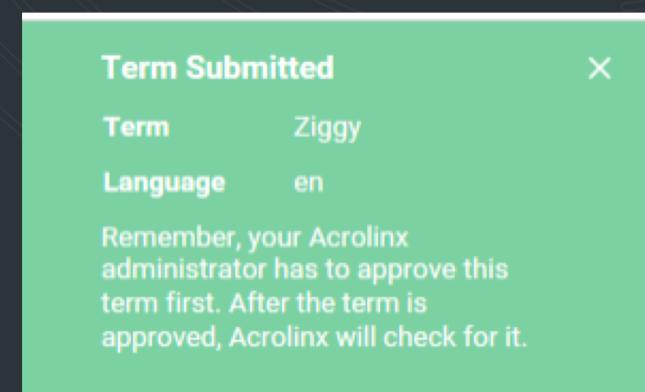
acrolinx Term Contribution

Contribute a New Term

Term	Calvin and Hobbes Model
Domain	Academic ✖️ +
Language	English ▼
Context	To use when calculating the likely outcome of a Calvin Ball Tournament
Comment	We keep spelling Hobbes with one b and inconsistently use an ampersand. We need to be consistent!

SUBMIT

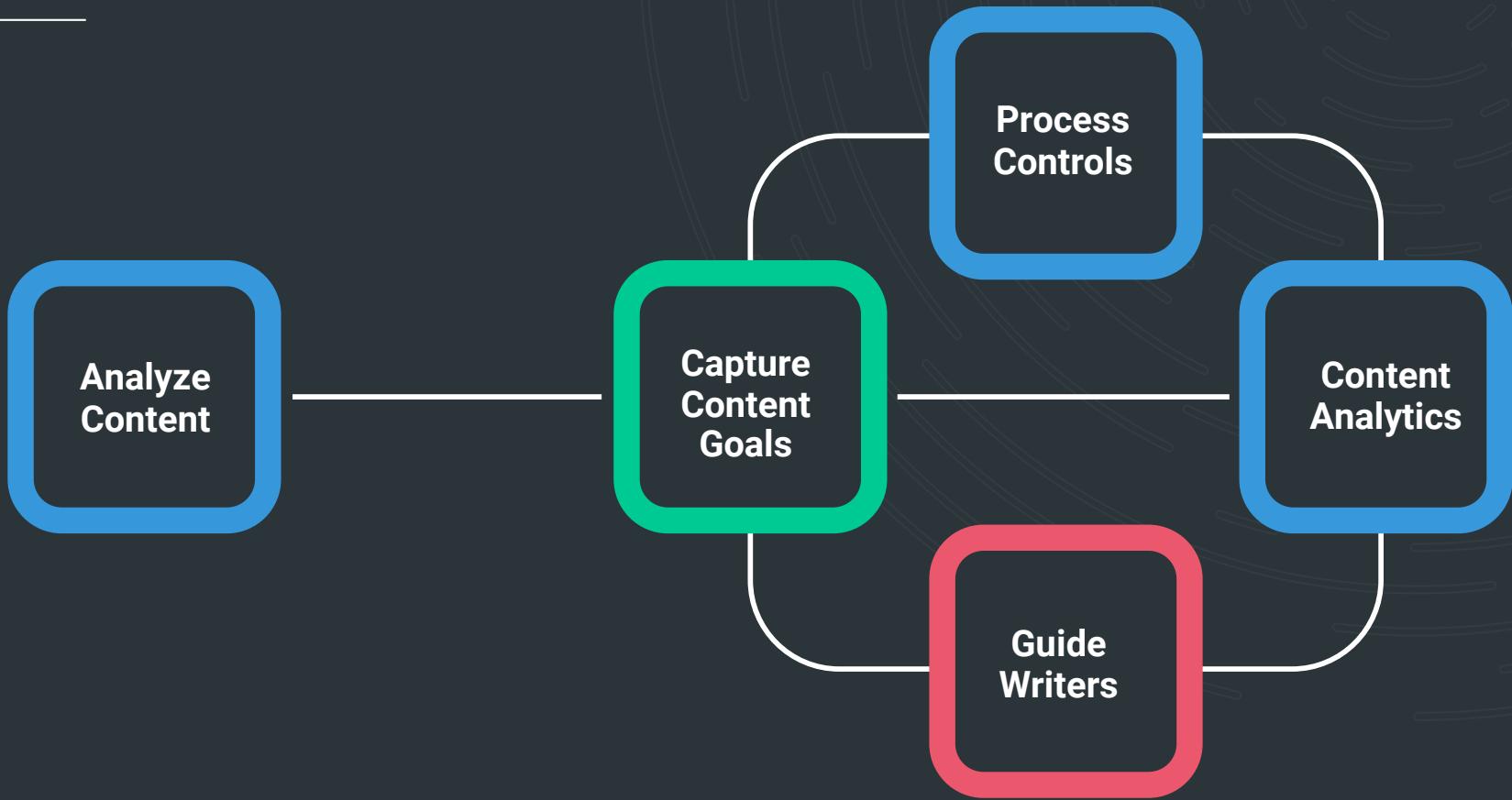
Through the sidebar or through a web-browser.





The Process

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Any questions?

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The logo consists of the word "acrolinx" in a lowercase, sans-serif font. The letter "i" has a blue diagonal bar through it, and the letter "n" has a blue horizontal bar through its middle.

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One Clear Voice