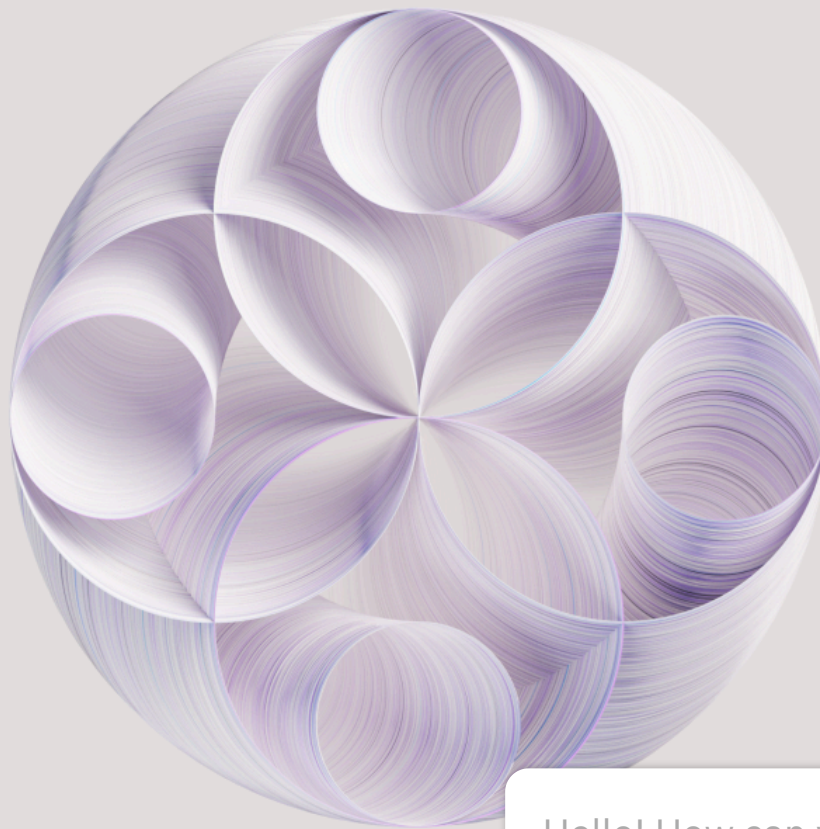


Enhancing editorial capabilities with generative AI

Minijob-Zentrale (MJZ) + IBM



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Converting complex content into easy-to-understand articles

In Germany, Minijob-Zentrale (MJZ) is the central agency for collecting and reporting information for all marginal part-time jobs (minijobs). MJZ editors must inform their target audiences about recent news and changes. But preparing complex regulatory content in a way that is easy to understand, publishing appealing articles, and being creative at the same time can be somewhat challenging.

An editorial assistant that augments workflow

MJZ collaborated with [IBM® Client Engineering](#) and [IBM iX®](#), an experience design practice within [IBM Consulting®](#), to explore ways to meet their publishing challenges. IBM iX incorporated its expertise in content and user experience design. Together, they used [IBM watsonx.ai™](#), IBM's studio for generative AI (gen AI) and machine learning, to help analyze MJZ's editorial workflows, co-create wireframes and depict the first vision of an editorial assistant before the technical realization started. Mini, the editorial assistant, covers idea generation and shares inspiration. Mini also helps editors to simplify texts and to adapt them for a selected target group. The prototype shows how gen AI supports and augments the editorial workflow in various phases.

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“With this tool, we will need only a quarter of the time compared to before to plan, write and publish an article.”

Madeline Scholz
Minijob-Zentrale

75%

less time to publish articles

Generative AI leads to greater inspiration, empathy and efficiency

Applying gen AI to Mini injected additional guidance and inspiration into the editorial process by reducing tedious, time-consuming work and finding a simpler language while enabling MJZ editors to maintain full control and maximum creativity. Editors discovered that the gen AI solution helps by generating valuable text examples for editors to choose from. In a less time because gen AI can cull research of already published articles and offer a few suggestions for keywords to jumpstart the writing, saving time and resources. Gen AI is also able to offer more empathy for the target audiences in the creation

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process, literally at the push of a button, making it easier for editors to adopt their target users' point of view.



About Minijob-Zentrale

[Minijob-Zentrale](#) is the central collecting and reporting agency for all marginal part-time jobs (minijobs) in Germany. It offers a comprehensive service with clear information and personal advice on insurance, contributions and registration legislation for all minijobs.

Solution components

IBM® Client Engineering	→	IBM Consulting®	→
IBM iX®	→	IBM watsonx.ai™	→

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