

12th International Conference on Technical
Communication: Generative AI, Friend or Foe?

Productive uses of AI in Technical Communications



Presented By:

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About Me



•Professional Journey:

- BA in IT and French, TEFL Certification
- I relocated to France, 2005
- MA in Multilingual & Multimedia Document Conception, Université Paris Cité
- 18 years blending language skills with IT expertise
- Roles: DITA Expert, Technical Writer/Editor & Proof-reader in Fintech & MedTech

•Transition to Content Creation & Marketing (2021):

- Bridge developers and end-users
- Balance user expectations with software delivery
- Voice for both users and developers

•Product Marketing Manager MadCap Software:

- Act as a conductor, unifying user, expert, and vendor voices

•**LinkedIn:** [linkedin.com/in/dipocoker/](https://www.linkedin.com/in/dipocoker/)



Technical Documentation



On-prem Topic-based
Authoring and Publishing



Flare + Cloud-based Project
Management, Collaboration,
Hosting, Analytics



Enterprise-class Component
Content Management System
(CCMS)

Learning & Development



Enterprise-class Learning
Content Management System
(LCMS)



Productive Uses of AI in Technical Communications

- AI-Driven Content Creation
- Streamlining Content Management
- Enhancing User Engagement
- Content Strategy and Decision Making



AI in Technical Communications

No longer a concept from science fiction

Challenges are multifaceted

A Collaborative Partner

Evolving Role of TWs

The screenshot shows a chat window titled "AI Assist" with a close button (X) in the top right corner. On the right side of the chat area, there are five circular profile pictures of diverse individuals. The chat history shows a message from "Paul Stoecklein" dated "7/25/2023, 08:36 AM" asking for a clear explanation of accrued interest. The AI's response, also dated "7/25/2023, 08:36 AM", provides a detailed definition of accrued interest. Below the chat area is a rich text editor with a toolbar containing icons for undo, redo, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, insert image, and insert table. A text input field at the bottom contains the text "Please simplify this answer for a fifth grade reading level." and has a "Write a Message" label above it. To the right of the input field are icons for sending a message and a help/question mark. A "Create..." button is visible on the left side of the chat area, and an "Insert" button is on the right. A large blue circle with a white "AI" icon and a plus sign is overlaid on the right side of the screenshot.

AI Assist

Paul Stoecklein 7/25/2023, 08:36 AM
Give me a brief but clear explanation of accrued interest.

AI Assist 7/25/2023, 08:36 AM
Accrued interest refers to the interest that has been earned but not yet paid or received. It is the accumulation of interest on an investment or loan over a specific period of time. For example, if you have a savings account that pays interest monthly, the accrued interest would be the amount of interest earned but not yet received. Similarly, for a loan, accrued interest would be the interest that has built up but has not yet been paid. Accrued interest is important for financial reporting and is typically recorded as a liability or asset depending on whether you owe or are owed the interest.

Create... Insert

Write a Message
Please simplify this answer for a fifth grade reading level.

AI-Driven Content Creation

Automated Content Generation

Enhancing Accuracy, Consistency, and Compliance

Structured Writing

Requirements Analysis



Blogs

Scripts

Articles

Copywriting



Advantages of AI From:

Technical Writer's Perspective	Documentation Manager's Perspective
Automated Content Organization and Tagging	Workflow Optimization and Task Assignment
Content Reuse and Duplication Detection	Quality Control and Consistency Checks
Version Control and Update Alerts	Predictive Analytics for Content Planning
Suggesting Specific Revisions	Customized Reporting and Insights
Speeding Up Verification and Validation (V&V):	
Enhancing Procedure Testing	

Content Strategy and Decision Making

Technical Writer's Perspective	Organization's Perspective
Enhanced Understanding of Audience	Data-Driven Content Strategy
Efficient Content Creation & Optimization	Resource Allocation & Prioritization
Predictive Assistance (Topics/Content)	Enhancing Content ROI and Impact
Personalized Writing Assistance	Adapting to Market Changes & User Expectations
Risk Mitigation	Streamlining Content Management Processes

Integrating AI into Your Toolkit

Best Practices for AI Adoption

Start Small and Scale Gradually

Select the Right Tools

Train Your Team

Establish Clear Objectives

Monitor and Measure Success

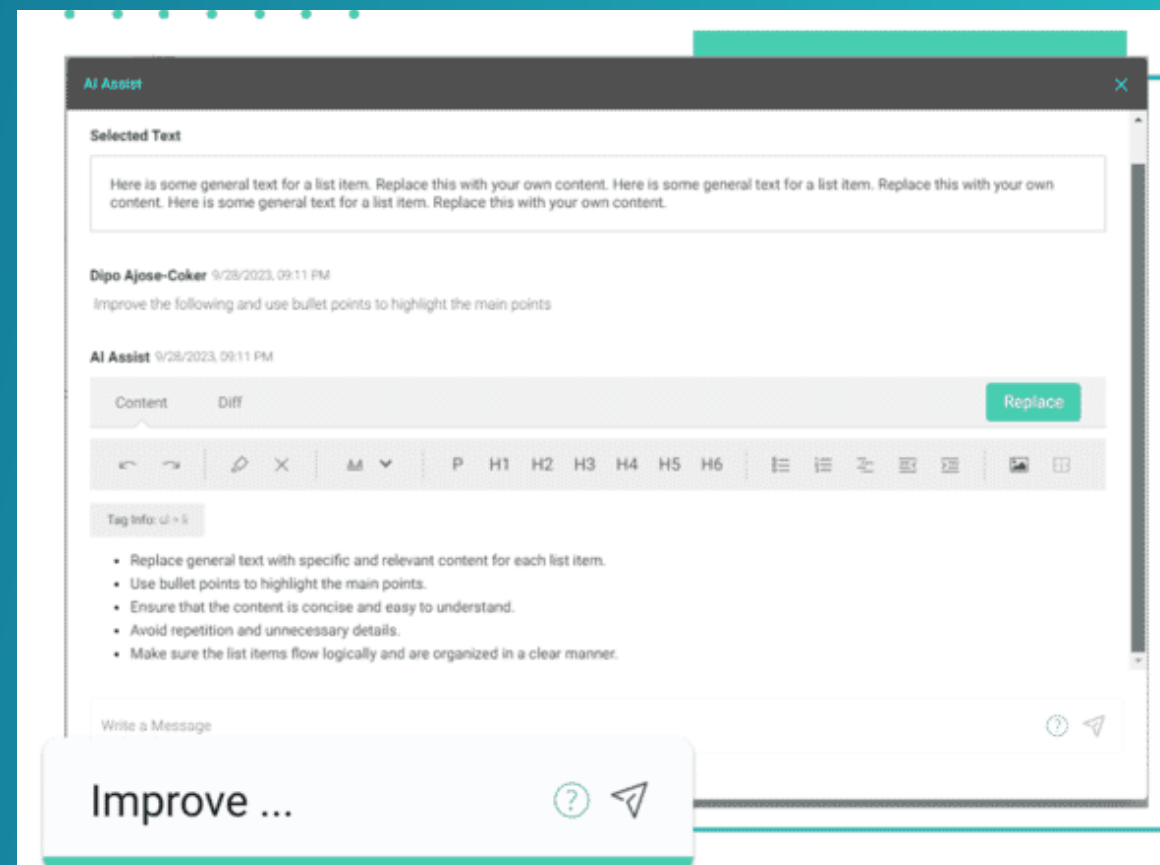
Balance Human Expertise

Prepare for an AI-Enhanced Environment

Intellectual Property

MadCap Central AI Assist

IXIA CCMS + Oxygen Positron



The Road Ahead

Embrace the transformation, but tread carefully. Recognize both the strengths and limitations of AI and employ it as a tool to augment, not supplant your unique skills.



Conclusion and Q&A

Read more and follow me on LinkedIn

<https://www.madcapsoftware.com/blog/more-with-less-unveiling-madcap-central-ai-assist/>

<https://www.madcapsoftware.com/webinar-signup/recorded/introducing-ai-assist/>

<https://www2.acrolinx.com/AI-and-Structured-Content-Recording>