

# Power Page Briefs - June 2023

06/09/2023

## Keywords:

1. [Automation strategy](#)
2. [Automation test plan](#)
3. [RPA implementation](#)
4. [Benefits of Automation](#)
5. [Call center automation](#)
6. [IT automation](#)
7. [IT compliance](#)
8. [Organizational change management](#)
9. [AI Training](#)
10. [AI Adoption](#)
11. [Automation governance](#)
12. [Risk management automation](#)
13. [Tools to automate risk management](#)
14. [Customer experience automation](#)
15. [How to measure automation success](#)
16. [Automation test plan](#)
17. [Workforce optimization](#)
18. [Automation in IT](#)
19. [Automation processes](#)
20. [Workflow automation software](#)
21. [Automation technology](#)
22. [chatGPT AI-powered document processing](#)
23. [chatGPT for IT support and troubleshooting](#)
24. [chatGPT training and onboarding services](#)
25. [What kind of ai is chatgpt](#)

## Details:

001 Automation Strategy

**Keyword:** Automation strategy

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-strategy](https://capacity.com/learn/intelligent-automation/automation-strategy)

**Est. Publish Date:** 06/09

**Suggested Headline:** Your Step-by-Step Guide to Writing An Automation Strategy (Plus a look at the 3 As of Automation)

**Audience:** IT directors, Customer Ops

**Internal Links:**

- (Link Whisper)

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## CTAs:

- Join the +1500 Capacity customers and see how to simplify your automation strategy.  
[Get a demo today.](#)

## Description:

Please write an article detailing the steps to write an automation strategy. This article has an intended audience of IT and Customer OPs pros, so they're familiar with technical language. Though, please keep the content conversational, familiar, approachable and easily digestible. Please avoid using the words "utilize" and "leverage." And please try to keep writing to a 9th or 10th grade reading level on a Flesch Kincaid scale. Oh! And please use outside research and additional links.

Here's a suggested outline, but feel free to use your creativity:

**Intro:** Please don't start with "In today's business landscape..." It's overused.

### H2: Understanding the Goals of Your Automation Strategy

- Explain what an automation strategy is
- Explain the key components of an automation strategy
  - Goals & objectives
  - Scope & prioritization
  - Resource allocation
  - Timeline and milestones

### H2: Your Step-by-Step Guide to Writing an Automation Strategy

- Step 1: Assess your current processes
  - Identify repetitive tasks
  - Evaluate the potential for automation
- Step 2: Set clear goals and objectives
  - Align with organizational objectives
  - Define measurable targets
- Step 3: Define the scope and prioritize
  - Determine the areas to automate
  - Prioritize based on impact and feasibility
- Step 4: Identify the right automation tools and technologies
  - Research available automation solutions
  - Evaluate compatibility and scalability
- Step 5: Develop an implementation plan
  - Define a timeline with achievable milestones
  - Allocate necessary resources and team members
- Step 6: Pilot and test the automation
  - Start with a small-scale implementation
  - Gather feedback and make necessary adjustments
- Step 7: Monitor, measure, and optimize
  - Establish performance metrics
  - Continuously monitor and improve the automation process

### H2: The 3 As of Automation

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- Accessibility
  - Ensuring ease of use and adoption
  - Designing user-friendly interfaces
- Adaptability
  - Building flexibility into automation processes
  - Handling exceptions and edge cases
- Auditability
  - Tracking and documenting automated processes
  - Ensuring compliance and accountability

## H2: Challenges and Best Practices

- Common challenges in developing an automation strategy
- Best practices to overcome those challenges
  - Clearly define success criteria
  - Involve stakeholders and end-users
  - Regularly assess (and reassess) automation processes

## 002 Automation test plan

**Keyword:** automation test plan

**Est. Publish Date:** 06/09

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-test-plan](https://capacity.com/learn/intelligent-automation/automation-test-plan)

**Suggested Headline (Slug):** Avoiding Pitfalls: Common Mistakes in Automation Test Planning (and How To Avoid Them)

**Audience:** IT

**Internal Links:**

- (Link Whisper)

**CTAs:** [Request a demo](#); [Instant Activation](#)

**Description:**

This article should be about 900-1100 words and focus on the what-not-to-dos of automation test planning. It's aimed at an IT audience, but I'd like to keep the writing still to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: A few common mistakes to avoid when you're creating an automation test plan

H3: Lack of clear objectives & scope

- Common mistake: Setting vague or unrealistic goals
- Prevention strategies: Setting SMART objectives and clearly defining the scope

H3: Insufficient test coverage

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- Common mistake: Focusing on a limited set of test scenarios
- Prevention strategies: Prioritizing test cases, leveraging risk-based testing, and using code coverage tools

### H3: Neglecting a test environment setup

- Common mistake: Insufficient attention to test environment setup
- Prevention strategies: Replicating production-like environments, automating environment setup, and maintaining environment consistency

### H3: Inadequate test data management

- Common mistake: Using insufficient or inconsistent test data
- Prevention strategies: Generating realistic test data, utilizing data provisioning tools, and ensuring data privacy and security

### H3: Poor test script design & maintenance

- Common mistake: Overly complex or brittle test scripts
- Prevention strategies: Following best practices for test script design, using modular and reusable components, and implementing version control

### H3: Ineffective error handling & reporting

- Common mistake: Neglecting to handle errors or insufficient reporting
- Prevention strategies: Implementing robust error handling mechanisms, capturing relevant information, and generating comprehensive test reports

### H3: Lack of collaboration & communication

- Common mistake: Limited involvement of stakeholders and teams
- Prevention strategies: Engaging stakeholders, fostering cross-functional collaboration, and using collaboration tools

### H3: Not enough training or skill development

- Common mistake: Neglecting to invest in training and skill enhancement
- Prevention strategies: Providing training opportunities, encouraging knowledge sharing, and staying updated with industry trends

## 003 RPA Implementation

**Keyword:**RPA implementation

**Hub:** capacity.com/learn/intelligent-automation

**Expected URL:** capacity.com/learn/intelligent-automation/rpa-implementation

**Est. Publish Date:** 06/09

**Suggested Headline:** Mitigating Risks: 7 Strategies You Can Use for Effective Risk Management during an RPA Implementation

**Audience:** IT directors, Customer Ops

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Ready to try automation in your environment? [Get started today for free!](#)

**Description:**

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This article should be about 900-1300 words and focus on a few strategies for risk mitigation during an RPA implementation. It's aimed at an IT audience, but I'd like to keep the writing still to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid using "utilize" or "leverage"

Here's a suggested outline:

Intro

H2: Understanding the risks of an RPA implementation

H2: 7 Strategies for effective risk management during your RPA implementation

H3: Strategy 1: Conducting a full risk assessment

H3: Strategy 2: Defining clear project scope & objectives

H3: Strategy 3: Forming a competent RPA implementation team

H3: Strategy 4: Developing a full change management plan

H3: Strategy 5: Prioritizing security & compliance

H3: Strategy 6: Testing & quality assurance

H3: Strategy 7: Tracking and reporting

## 004 Benefits of Automation

**Keyword:** Benefits of Automation

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/benefits-automation](https://capacity.com/learn/intelligent-automation/benefits-automation)

**Est. Publish Date:** 06/09

**Suggested Headline:** Agile Service Delivery: Understanding the Benefits of Automation for Your Customer Service

**Audience:** IT directors, Customer Ops

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Join the +1500 Capacity customers and see how to simplify your automation strategy.  
[Get a demo today.](#)

**Description:**

This article should be about 900-1100 words and focus on the benefits of automation in customer service. It's aimed at an IT and Ops audience. While they're technical roles, I'd like to keep the writing still to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding Agile Service Delivery in Customer Service

- Definition of agile service delivery

H2: Efficiency and Productivity benefits of automation

- Automating repetitive and manual tasks for agents

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- Streamlining processes.

H2: Building a better customer experience using automation

- Personalization and consistency in customer interactions
- Self-service options and empowering customers
- Proactive issue resolution and faster problem-solving

H2: Using data-driven insights to get the full benefits of automation

- Collect & analyze your customer data
- Get actionable insights for improvement initiatives (give examples)
- Proactive issue resolution (with AI) and faster problem solving (increasing FCR & CSAT)

H2: Maximizing your cost savings

H2: Mitigating errors & ensuring compliance

005 Call center automation

**Keyword:** Call center automation

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/](https://capacity.com/learn/intelligent-automation/)

**Est. Publish Date:** 06/09

**Suggested Headline:** 12 Call Center Automation Best Practices to Add Now for Better Experiences

**Audience:** Customer Ops, Director of Contact Centers

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Ready to try automation in your environment? [Get started today for free!](#)

**Description:**

This article should be about 900-1300 words and focus on the best practices you need to get the most out of call center automation. It's aimed at a Customer Ops and Contact Center pro audience. They're educated, but non-technical in their roles. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding call center automation

H2: Digging into your call center automation best practices

H3: Best practice 1: Automating call routing & queuing

H3: Best practice 2: Using intelligent chatbots and virtual assistants

H3: Best practice 3: Automating routine tasks and processes

H3: Best practice 4: Personalizing customer interactions with integrations

H3: Best practice 5: Using real-time analytics and reporting

H3: Best practice 6: Adding omnichannel support & seamless transitions

H3: Best practice 7: Proactive customer engagement & issue resolution

H3: Best practice 8: Continuous training and agent performance support

H3: Best practice 9: Using call center automation for security and compliance

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H3: Best practice 10: Monitoring and optimizing your call center automation workflows

H3: Best practice 11: Balancing automation and the human touch

H3: Best practice 12: Watching and evolving your call center automation strategies

006 IT automation

**Keyword:** IT automation

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/it-automation](https://capacity.com/learn/intelligent-automation/it-automation)

**Est. Publish Date:** 06/09

**Suggested Headline:** Thriving in the Digital Age: The Impact of IT Automation on IT Directors

**Audience:** IT pros

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Ready to try automation in your environment? [Get started today for free!](#)

**Description:**

This article should be about 1000-1500 words and focus on the impact of IT automation on IT directors and their teams. It has a target audience of IT directors (I know, I bet you couldn't tell by the headline). Please keep this to a 9th grade reading level on the Flesch Kincaid scale. Keep it technical but add a little humor and wit in this piece. Please include research and outside links. And also please avoid using the words "utilize" and "leverage."

Here's a suggested outline:

Intro (this should be just an actual intro, it doesn't need a headline as an intro)

H2: Understanding IT Automation

- Definition
- Key benefits
- Examples

H2: Streamlining Operations with IT Automation

- Improving efficiency and productivity through automation
- Reducing human error and improving accuracy
- Automating routine and repetitive tasks

H2: Empowering Your Team with Automation

- Shifting focus from manual tasks to automation
- Enabling your team to drive innovation and digital transformations
- Using automation and AI for decision-making & resource allocation

H2: Overcoming challenges and maximizing ROI

- Addressing concerns and resistance to automation
- Strategies for successful implementation
- Measuring and optimizing the ROI

H2: Future trends & technologies

- Understanding the evolving landscape of IT automation
- What's the impact of AI, machine learning, & NLP?

H2: A few best practices for your IT Automation Strategy

- Give some practical advice for IT directors

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- Walk through some collaboration and communication strategies and then dive into some continuous learning, too.

007 IT compliance

**Keyword:** IT compliance

**Hub:** capacity.com/learn/intelligent-automation

**Expected URL:** capacity.com/learn/intelligent-automation/it-compliance

**Est. Publish Date:** 06/09

**Suggested Headline:** Everything You Need to Know Now to Ensure IT Compliance in Your New AI Strategy

**Audience:** IT directors

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Ready to try automation in your environment? [Get started today for free!](#)

**Description:**

This article should be about 900-1300 words and focus on the benefits of automation in customer service. It's aimed at a Customer Ops and Contact Center pro audience. They're educated, but non-technical in their roles. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding IT Compliance in the AI Era

- Definition of IT compliance and its significance in AI implementation
- Key regulations and standards applicable to AI-driven systems
- Compliance challenges specific to AI strategy and implementation

H2: Building a foundation for your IT compliance in AI strategy

- Identifying and documenting compliance requirements for AI initiatives
- Establishing governance frameworks and policies for AI compliance
- Engaging stakeholders and fostering collaboration between IT and compliance teams

H2: Data governance and privacy considerations in AI compliance

- Outline data protection regulations and their implications for AI projects
- Ensuring privacy and consent in AI data collection, processing, and storage
- Adding data governance frameworks to meet compliance requirements

H2: Understanding ethical and fair AI: Compliance with bias and discrimination mitigation

- The ethical dimension of AI: Addressing bias, fairness, and transparency
- Regulatory guidelines for mitigating bias and discrimination in AI systems
- Strategies for adding ethical and fair AI practices to ensure compliance

H2: Auditing and monitoring your AI systems for compliance

- Conducting regular audits and assessments of AI systems for compliance
- Monitoring and detecting compliance violations in AI algorithms and models

H2: Collaborating with legal and compliance experts



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- How to look for legal guidance for navigating complex compliance landscapes
- Establishing effective communication channels between IT and legal/compliance teams

H2: The future of AI compliance

- Exploring evolving regulations and standards for AI compliance
- Anticipating challenges and opportunities in AI compliance landscape

### 008 Organizational change management

**Keyword:** Organizational change management

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:**

[capacity.com/learn/intelligent-automation/organizational-change-management](https://capacity.com/learn/intelligent-automation/organizational-change-management)

**Est. Publish Date:** 06/09

**Suggested Headline:** Adapting to Change: Understanding the Best Practices for Organizational Change Management in Your Customer Operations Strategies

**Audience:** Customer Operations, Contact Center Managers, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

#### **Description:**

This article will look at the best practices for organizations change management when adding AI and automation tools into a customer service department. It's aimed at Customer Ops, contact center managers and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding Organizational Change Management

H3: What is Organizational Change Management?

H2: Best Practices for Adapting to Change in Customer Operations

H3: Clear and Transparent Communication: Establishing open channels of communication

H3: Leadership and Employee Engagement: Creating a culture of involvement and empowerment

H3: Planning and Preparation: Developing a structured organizational change management plan

H3: Training and Skill Development: Equipping employees with the necessary skills and knowledge

H3: Managing Resistance: Identifying and addressing resistance to change

H3: Monitoring and Evaluation: Continuously assessing and adjusting change initiatives

H2: Aligning Change Management with Customer Operations Strategies

- Understanding the impact of change on customer operations
- Integrating change management principles into operational processes
- Building change resilience within customer operations teams

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### H2: Overcoming Challenges in Change Management for Customer Operations

- Identifying common challenges and obstacles in implementing change in customer operations
- Strategies for overcoming resistance and addressing setbacks

### 009 AI Training

**Keyword:** AI Training

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/ai-training](https://capacity.com/learn/intelligent-automation/ai-training)

**Est. Publish Date:** 06/09

**Suggested Headline:** 7 AI Training Strategies You Can Use This Quarter For an Improved Employee Experience in Your Call Center

**Audience:** Customer Operations, Contact Center Managers, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

### **Description:**

This piece is all about how to help employees onboard with new AI tools in the call center. One interesting stat from [LivePerson](#) shows that [75% of customers](#) say they spend more money that offer AI messaging services. (People don't love talking to other people anymore, I guess. I can relate... ;) ) Since people like AI in customer service, and they're used to it, it's time for call centers to jump on board. Focus on some of the benefits first, then the application. I'd really like it to follow the why/how model. Please keep reading level to a 9th grade score, include outside research/links (avoiding competitors) and please, please, don't use the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Why you should use AI in your call center

H2: A few benefits of AI Training

H2: 7 AI Training strategies you can use starting today

H3: Strategy 1: Conduct a needs assessment and skill gap analysis

H3: Strategy 2: Create a structured onboarding program

H3: Strategy 3: Use e-learning and online courses

H3: Strategy 4: Try gamification and simulation training

H3: Strategy 5: Add peer-to-peer learning and mentoring

H3: Strategy 6: Develop cross-functional teams for training and collaboration

H3: Strategy 7: Create continuous training and feedback loops

### 010 AI Adoption

**Keyword:** AI Adoption

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/ai-adoption](https://capacity.com/learn/intelligent-automation/ai-adoption)

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**Est. Publish Date:** 06/09

**Suggested Headline:** The Roadmap to AI Adoption: 9 Key Steps for a Successful Journey in Your Customer Service Strategy

**Audience:** Customer Operations, Contact Center Managers, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

### **Description:**

This one is all about how to get widespread adoption of AI in a customer service strategy. This should look at the entire process after the sale. You don't need to worry about including info on the vendor selection (though, you can through a simple, witty line in about using Capacity). This piece will have a target audience of customer service managers/call center managers, and customer ops and a secondary audience of IT (since they'll likely be involved in the adoption process). Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro (as usual, this doesn't need a headline or anything. It's just an actual intro. Make it 3-4 paragraphs and include a stat on AI adoption, please.)

H2: Your 8-Step Roadmap to a Smooth AI Adoption

H3: Step 1: Define your objectives and use cases

H3: Step 2: Assess your data readiness

H3: Step 3: Pilot & test

H3: Step 4: Plan for change management

H3: Step 5: Implement and integrate

H3: Step 6: Watch your KPIs

H3: Step 7: Plan your ongoing training and set up a support channel

H3: Step 8: Measure and iterate

011 Automation governance

**Keyword:** Automation governance

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-governance](https://capacity.com/learn/intelligent-automation/automation-governance)

**Est. Publish Date:** 06/09

**Suggested Headline:** How to Build An Automation Governance Framework For Your Low-Code AI

**Audience:** IT, Ops

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

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## Description:

The use of low- and no-code automation technologies means that IT is no longer the keyholder to implementing and running AI/automation programs. There's been rapid adoption of automation across business functions, and looking forward, we expect there to be even more of a surge. I mean, the benefits are clear, proven, and, well, necessary. But the rapid pace of democratized automation brings risk, too. Automation is outpacing existing controls and compliance and implementations may not account for interoperability. So this article should look at how to help establish a clear, helpful framework for automation governance. This should be written to an IT audience with a secondary audience of Ops. While this is a pretty technical topic, please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. And please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro (This is where you can include some of the context around low- and no-code automations and the stuff I included above. Please also try to add in some sourced research.)

H2: Understanding automation governance

- Definition
- Benefits

H2: 7 Steps to building an automation governance framework

H3: Step 1: ID stakeholders & establish governance roles

H3: Step 2: Define policies and standards

H3: Step 3: Assess risk and mitigation strategies

H3: Step 4: Create process and workflow guidelines

H3: Step 5: Implement monitoring and auditing procedures

H3: Step 6: Build in continuous learning and improvement

H3: Step 7: Create a culture of transparency

012 Risk management automation

**Keyword:** Risk management automation

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/risk-management-automation](https://capacity.com/learn/intelligent-automation/risk-management-automation)

**Est. Publish Date:** 06/09

**Suggested Headline:** Embracing Digital Transformation: The Role of Risk Management Automation in Today's IT Landscape

**Audience:** IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

## Description:

This article will look at the best practices for organizations change management when adding AI and automation tools into a customer service department. It's aimed at Customer Ops, contact center managers and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid

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scale. Please include research and additional outside links. Please avoid the words “utilize” and “leverage.”

Here's a suggested outline:

H2: What is risk management automation?

H2: Understanding digital transformation in risk management

H2: 5 Key areas of risk management automation

H3: Risk assessment and analysis

H3: Compliance management and regulatory reporting

H3: Incident response and resolution

H3: Continuity planning and disaster recovery

H3: Vendor and third-party risk management

H2: Benefits of risk management automation

H2: A few best practices to get started with risk management automation

H2: Overcoming challenges in risk management automation

013 Tools to automate risk management

**Keyword:** Tools to automate risk management

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:**

[capacity.com/learn/intelligent-automation/tools-automate-risk-management](https://capacity.com/learn/intelligent-automation/tools-automate-risk-management)

**Est. Publish Date:** 06/09

**Suggested Headline:** The Top 10 Tools to Automate Risk Management

**Audience:** IT, OPs

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This one is all about the top 10 tools to automate risk management. You can include Capacity as one of the vendors and focus on RPA (robotic process automation). This one is fully focused at IT and should be very straightforward and easy to digest. Please keep it to a 9th grade reading level and include any stats and outside links. Make sure you link out to the appropriate tools, too! Try to skip using vendors like Zendesk or Freshdesk (not sure if they even have a risk management tool, but if they do, don't use them). And also avoid using the words “utilize” and “leverage.”

Here's a suggested outline:

Intro

H2: What is automated risk management

H2: 10 Tools to automate risk management

H3: 1. Tool 1

H3: 2. Tool 2

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H3: 3. Tool 3  
H3: 4. Tool 4  
H3: 5. Tool 5  
H3: 6. Tool 6  
H3: 7. Tool 7  
H3: 8. Tool 8  
H3: 9. Tool 9  
H3: 10. Tool 10

014 Customer experience automation

**Keyword:** Customer experience automation

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:**

[capacity.com/learn/intelligent-automation/customer-experience-automation](https://capacity.com/learn/intelligent-automation/customer-experience-automation)

**Est. Publish Date:** 06/09

**Suggested Headline:** 7 Customer Experience Automation Tools That'll Help Your Brand Stand Out in The Best Way Possible

**Audience:** Customer Operations, Director of Customer Service

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

## Description:

This one is another tools list, but focuses on Customer Experience Automation (which is kind of our bread and butter at Capacity). You'll focus this one toward Customer Ops and the director of Contact Centers/Customer Service. This audience is highly educated, but not overly technical. Focus on low-code solutions that don't need IT oversight, and add in stats like: [65% of customers](#) expect at least part of their customer journey to be automated, [69% of consumers](#) say they're open to using AI to improve their experiences, and adding automation like RPA can improve the efficiency of [contact center operations by 60%](#) (according to Google Cloud). As usual, keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding customer experience automation: A few key stats and trends

H2: 7 tools for customer experience automation

H3: Tool 1: Chatbots & Virtual Assistance

- Look at the benefits of this type of automation technology and then add in a few options for vendors. Please include Capacity in the list.

H3: Tool 2: Customer journey mapping and automation platforms

H3: Tool 3: Intelligent routing and queue management systems

- Again, after writing out the benefits, include a few vendor options. Capacity should definitely make this list, too. Link to Helpdesk.

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H3: Tool 4: Personalization and recommendation engines

H3: Tool 5: Voice and speech analytics

H3: Tool 6: Robotic process automation

H3: Omnichannel automation platforms

015 How to measure automation success

**Keyword:** How to measure automation success

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/measure-automation-success](https://capacity.com/learn/intelligent-automation/measure-automation-success)

**Est. Publish Date:** 06/09

**Suggested Headline:** How to Measure Automation Success: 5 Methods You Can Use to Make Sure You're Getting The Most Out of Your Systems

**Audience:** IT, OPs

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

Okay, the reader has bought into the idea of automation, but how do they know when it's working? This article will explain exactly how they can measure the success of their automation programs. You'll be talking specifically to the IT and Ops crowd with this one. And of course, while they're a technical audience, please keep the brand voice of professionally approachable and focused in mind and keep readability to a 9th grade reading level on Flesch Kincaid. Make sure to add research/stats and outside links and avoid using "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding the goal of your automation

- How to define your success criteria

H2: How to measure automation success in 5 different ways

H3: Method 1: ROI analysis

H3: Method 2: KPIs

- List out 8-10 key metrics to watch as indicators of success

H3: Method 3: Process efficiency and productivity metrics

H3: Method 4: Customer satisfaction and experience metrics

H3: Method 5 Employee engagement and satisfaction

H2: A few best practices to measure automation success

H2: Some challenges to keep in mind as you measure automation

016 Automation test plan

**Keyword:** Automation test plan

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-test-plan](https://capacity.com/learn/intelligent-automation/automation-test-plan)

## Power Page Briefs - June 2023

**Est. Publish Date:** 06/09

**Suggested Headline:** How to Write an Automation Test Plan for Your Next Project

**Audience:** IT, Ops

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

### **Description:**

An automation test plan should outline the scope, goals, objectives, resource planning, estimates, and responsibilities of each person involved in the project. So, this article focuses on how to lay out the plan and get wide-spread buy-in. It's aimed mostly at the IT crowd, but could also hit Ops use cases, too. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding automation test planning

H2: What to include in your automation test plan

H2: 7 steps to create an effective automation test plan

H3: 1. Analyzing requirements and IDing test scenarios

H3: 2. Prioritizing test cases for automation

H3: 3. Choosing the right automation framework and tools

H3: 4. Designing test data and environment setup

H3: 5. Defining your test execution strategy and schedule

H3: 6. Figure out your metrics

H3: 7. Get your buy-in

H2: A few best practices to consider when writing your automation test plan

H2: Measuring the effectiveness of your automation test plan

## 017 Workforce Optimization

**Keyword:** Workforce optimization

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/workforce-optimization](https://capacity.com/learn/intelligent-automation/workforce-optimization)

**Est. Publish Date:** 06/09

**Suggested Headline:** Add AI into Your Workforce Optimization and Management Process for a Better Employee Experience

**Audience:** Customer Ops, IT, WFO managers

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

### **Description:**



## Power Page Briefs - June 2023

Traditional workforce optimization and management processes are super dependent on time-consuming and inconsistent manual steps. And as work becomes more digital and workers more dispersed, those steps no longer give the dynamic workforce scheduling needed in the face of today's labor market. This piece should look at the importance of workforce optimization and management as it relates to the employee experience - and how that experience impacts employee retention, customer satisfaction, and a company's overall bottom line. Per usual, keep this piece to a 9th grade reading level on the Flesch Kincaid scale. And include research and additional outside links (here's one from [Deloitte](#) you can use). Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Understanding workforce optimization and management

H2: The problem with traditional workforce optimization

H2: The benefits of adding AI into your workforce optimization and management

H2: A few ways you can use AI in your WFO

H3: AI-powered forecasting and demand planning

H3: Intelligent scheduling and shift assignment

H3: Real-time performance metrics

H3: AI driven employee engagement and feedback

H2: A few things to consider before adding AI to WFO

018 Automation in IT

**Keyword:** Automation in IT

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-in-IT](https://capacity.com/learn/intelligent-automation/automation-in-IT)

**Est. Publish Date:** 06/09

**Suggested Headline:** Building the Business Case for Automation in IT: Getting Your Executive Team Onboard for an Automation Overhaul

**Audience:** IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This article looks at the importance of automation in IT for optimizing efficiency and productivity. You'll want to talk through the potential impact on business outcomes as you build your business case to add automation in IT. You may consider using stats like the cost of errors on business (which is about [\\$62.4 million/year](#)) and [86% of IT leaders](#) have seen a remarkable improvement in client satisfaction because of automation. And [59% of IT leaders](#) have used cloud automation to improve the deployment of engineers to work on high-value tasks. (Here's another useful resource, too:

<https://www.windwardstudios.com/blog/automation-statistics-mega-list>). This piece is targeted to IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

# Power Page Briefs - June 2023

Here's a suggested outline:

Intro

H2: Understanding the benefits of automation in IT

H2: Where can you add automation in IT?

H2: Building the business case for automation

- Stats on stats on stats in this section, please!

H2: How to get your executive team on board

H2: A few common executive team concerns to be ready for

H2: How you can demonstrate proof of concept and time to value

H2: Getting full buy-in and collaboration

H2: Drafting your plan to overcome challenges and roadblocks

019 Automation processes

**Keyword:** Automation processes

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-processes](https://capacity.com/learn/intelligent-automation/automation-processes)

**Est. Publish Date:** 06/09

**Suggested Headline:** Automation Processes Gone Wrong: 11 Costly Mistakes and How to Avoid Them

**Audience:** Customer Operations, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This article will look at mistakes you want to avoid making when you're establishing automation processes. It should be a list of "mistakes," why they're a problem, and how to avoid them in your implementation of automation processes. Perhaps structure as a "don't do this, do this instead" approach. Try to keep this one feeling light and fun if possible! Use stories or examples of how things could go awry throughout to keep it interesting. This article is aimed at Customer Ops and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: The importance of an automation process strategy

H2: 11 mistakes to avoid when implementing automation processes

H3: Don't do this: Taking a piecemeal approach with your automation processes

- Do this: How to avoid this mistake

H3: Don't do this: Not optimizing your processes before you automate them

- Do this: How to avoid this mistake

H3: Don't do this: Not considering your user data

- Do this: How to avoid this mistake

## Power Page Briefs - June 2023

H3: Don't do this: Choosing to tackle the most complex automation processes first

- Do this: How to avoid this mistake

H3: Don't do this: Not having a clear goal in mind

- Do this: How to avoid this mistake

H3: Don't do this: Not establishing and communicating an implementation plan

- Do this: How to avoid this mistake

H3: Don't do this: Thinking automation will solve *all* your problems

- Do this: How to avoid this mistake

H3: Don't do this: Taking on too much automation too fast

- Do this: How to avoid this mistake

H3: Don't do this: Setting unclear expectations with your employees and executives

- Do this: How to avoid this mistake

H3: Don't do this: Leaving out important stakeholders

- Do this: How to avoid this mistake

H3: Don't do this: Forgetting about your people along the way

- Do this: How to avoid this mistake

H2: Choosing the right vendor to partner with: Choose Capacity

- Explain how Capacity can support them in their implementation process

020 Workflow automation software

**Keyword:** Workflow automation software

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/workflow-automation-software](https://capacity.com/learn/intelligent-automation/workflow-automation-software)

**Est. Publish Date:** 06/09

**Suggested Headline:** From Chaos to Efficiency: Navigating the World of Workflow Automation Software to Optimize Your Team's Workflow

**Audience:** IT, Ops

**Internal Links:**

- (Link Whisper)

**CTAs:**

- Want to add your own workflow automation software? [Try Capacity today for free](#), or request [a personalized demo](#)!

**Description:**

For this article, explain what exactly workflow automation software is and what it does, then describe some strategies for an IT and Ops leader to consider to go about picking the right tool for their team. Include a step by step guide in things to consider when looking for a workflow automation tool. It's aimed at Customer Ops and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: What is workflow automation software?

H2: 5 ways workflow automation software can help improve your team's efficiency

## Power Page Briefs - June 2023

H3: 1. Streamline repetitive tasks  
H3: 2. Enhance collaboration and communication  
H3: 3. Eliminate errors and improve accuracy  
H3: 4. Accelerate approval processes  
H3: 5. Provide data-driven insights  
H2: A step-by-step guide to pick the right workflow automation software for your team  
H3: Step 1: Assess your team's needs and goals with workflow automation  
H3: Step 2: Define your requirements for your team and document  
H3: Step 3: Research available options  
H3: Step 4: Consider integration capabilities  
H3: Step 5: Assess scalability and future needs  
H3: Step 6: Evaluate vendor reputation and support  
H3: Step 7: Consider pricing and return on investment (ROI)  
H3: Step 8: Seek input and involve stakeholders  
H3: Step 9: Write and send out your RFIs  
H3: Step 10: Plan and execute implementation  
H3: Step 11: Monitor and evaluate success

021 Automation technology

**Keyword:** Automation technology

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:** [capacity.com/learn/intelligent-automation/automation-technology](https://capacity.com/learn/intelligent-automation/automation-technology)

**Est. Publish Date:** 06/09

**Suggested Headline:** The Future is Automated: What to Expect in the Next Wave of Automation Technology

**Audience:** Customer Operations, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This article will look at future trends of where automation technology is heading. It should be fairly research-heavy, using statistics and data to support the direction of the automation industry. Here are a few useful articles on the topic:

- <https://www.dni.gov/index.php/gt2040-home/gt2040-deeper-looks/future-of-work>
- [Gartner](#)
- [ECM Consultant.](#)
- [Gartner](#)

The blog is aimed at Customer Ops and IT pros to help them consider what to invest in in the future. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words “utilize” and “leverage.”

Here's a suggested outline:

Intro

H2: The impact of automation technology on the workforce

H2: Why your team should invest in future automation technology

## Power Page Briefs - June 2023

H3: The benefits of automation technology for your business  
H2: 9 future trends and predictions on where automation technology is heading  
H3: Trend 1: An increased use of AI and machine-learning  
H3: Trend 2: More robotic process automation (RPA) to come  
H3: Trend 3: Greater internet of things (IoT) connectivity  
H3: Trend 4: Edge computing will support real-time automation  
H3: Trend 5: Companies will use more collaborative robotics a.k.a cobots  
H3: Trend 6: More intelligent virtual assistants will be used  
H3: Trend 7: Greater cognitive abilities in automation  
H3: Trend 8: Automation technology with predictive insights  
H3: Trend 9: More automation technology will be ethical and responsible

022 chatGPT AI-powered document processing

**Keyword:** chatGPT AI-powered document processing

**Hub:** capacity.com/learn/intelligent-automation

**Expected URL:**

capacity.com/learn/intelligent-automation/chatgpt-ai-powered-document-processing

**Est. Publish Date:** 06/09

**Suggested Headline:** Uncovering Insights & Enhancing Decision-Making: The Role of ChatGPT AI-Powered Document Processing

**Audience:** Operations, IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

### **Description:**

This article will look at how operations and IT leaders can use ChatGPT's AI to process documents. It will explore the challenges and problems with processing documents manually and explain how AI can help teams discover important insights and help leaders make decisions faster and more accurately. Please be sure to include mentions of Capacity's own AI technology where you can. This piece is at operations and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: Streamlining document processing with ChatGPT

H3: The challenges of processing documents manually

H3: How ChatGPT automates repetitive tasks and reduces manual effort

H2: Uncovering insights with ChatGPT AI-powered document processing

H3: Extracting insights from unstructured data with ChatGPT

H3: 3 Examples of how ChatGPT can identify patterns, trends, or anomalies that may be overlooked manually

- Example 1

## Power Page Briefs - June 2023

- Example 2
- Example 3

H2: Enhancing decision-making processes with ChatGPT AI-powered document processing

H3: The importance of data-driven decision making

H3: How ChatGPT can help

- ChatGPT can:
  - Generate summaries from data
  - Provide helpful data-driven context
  - Offer recommendations to support decision making

H2: The benefit of ChatGPT AI-powered document processing

H3: How ChatGPT boosts real-time collaboration

H3: How ChatGPT supports knowledge sharing

023 chatGPT for IT support and troubleshooting

**Keyword:** chatGPT for IT support and troubleshooting

**Hub:** capacity.com/learn/intelligent-automation

**Expected URL:** capacity.com/learn/intelligent-automation/chatgpt-for-it-support

**Est. Publish Date:** 06/09

**Suggested Headline:** How to Transform Your IT Helpdesk: 7 Essential Best Practices to Use AI (Like ChatGPT) for IT Support and Troubleshooting

**Audience:** IT

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This article will look at a list of best practices for IT teams to use AI, like Capacity or ChatGPT, to organize and streamline their IT helpdesk for greater efficiency and accuracy. It should be structured as a list and focus primarily on how AI and automation improves troubleshooting and support processes. It's aimed specifically at IT team members – particularly IT management. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

- An Overview of the role of ChatGPT in transforming IT helpdesk operations

H2: Understanding ChatGPT for IT support and troubleshooting

H3: ChatGPT and its capabilities

H3: How to integrate ChatGPT into your IT helpdesk workflow

H2: 3 Benefits of ChatGPT for IT support and troubleshooting

H3: 1. Increased Efficiency and Scalability

H3: 2. 24/7 Availability

H3: 3. Consistent and Accurate Responses

H2: 7 Best practices to use ChatGPT for IT support and troubleshooting

# Power Page Briefs - June 2023

- H3: 1. Train ChatGPT with accurate and up-to-date IT knowledge
- H3: 2. Set clear expectations for users interacting with ChatGPT
- H3: 3. Establish a seamless integration with existing IT systems
- H3: 4. Implement effective user training and onboarding
- H3: 5. Monitor and evaluate ChatGPT's performance
- H3: 6. Maintain human oversight and intervention
- H3: 7. Continuously improve ChatGPT's performance

024 chatGPT training and onboarding services

**Keyword:** chatGPT training and onboarding services

**Hub:** [capacity.com/learn/intelligent-automation](https://capacity.com/learn/intelligent-automation)

**Expected URL:**

[capacity.com/learn/intelligent-automation/chatgpt-training-onboarding-services](https://capacity.com/learn/intelligent-automation/chatgpt-training-onboarding-services)

**Est. Publish Date:** 06/09

**Suggested Headline:** Supercharge Your Employee Onboarding and Training: The Power of ChatGPT Training and Onboarding Services for Your Team

**Audience:** Customer Operations, HR leaders

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

**Description:**

This article will explore how ChatGPT can help managers and HR leaders in their employee onboarding and training. It's aimed at Customer Ops, Customer Service Managers, and HR leaders. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: The Importance of Quality Onboarding and Training

H3: The impact of effective onboarding and training

- Explain how it contributes to employee retention and reduces turnover.
- Explain the relationship between good onboarding and training and employee productivity and engagement.
- Highlight the role of onboarding and training in aligning employees with company goals and values

H2: The challenges of onboarding and training service teams

H3: 3 main challenges of training and onboarding for customer service teams

- Time constraints
- High turnover rates and cost of onboarding and training
- Scalability for onboarding and training
- Offering personalized learning experiences

H2: Introducing ChatGPT training and onboarding services

H3: An overview of ChatGPT



# Power Page Briefs - June 2023

H3: The benefits of ChatGPT's training and onboarding services

H2: How ChatGPT can help customer service managers and HR teams

H3: 4 Use cases for using ChatGPT training and onboarding services

- Discuss how ChatGPT can automate the delivery of training materials and resources.
- Explore the use of ChatGPT in simulating real-life scenarios for employee practice and feedback.
- Explain how ChatGPT can provide personalized guidance and support to employees during onboarding and training.
- Highlight the role of ChatGPT in addressing common employee questions and concerns.

025 What kind of ai is chatgpt

**Keyword:** What kind of ai is chatgpt

**Hub:** capacity.com/learn/intelligent-automation

**Expected URL:** capacity.com/learn/intelligent-automation/what-kind-of-ai-is-chatgpt

**Est. Publish Date:** 06/09

**Suggested Headline:** What Kind of AI is ChatGPT? An In-depth Look at ChatGPT to Unlock the Power of Conversational AI

**Audience:** Customer Operations, Sales managers, Marketing leaders, IT leaders

**Internal Links:**

- (Link Whisper)

**CTAs:**

- [Try Capacity for free now!](#)

## Description:

This article offers a focused look at ChatGPT and its style of conversational AI. It should be an approachable and understandable examination of the tool and how it really works as well as some of its use cases for businesses. Include a look at the future development of ChatGPT. Consider using some of this reporting or research in these articles from [The New Yorker](#) and [The Wall Street Journal](#) as a guide. It's aimed at Customer Ops, contact center managers and IT pros. Please keep it to a 9th grade reading level on the Flesch Kincaid scale. Please include research and additional outside links. Please avoid the words "utilize" and "leverage."

Here's a suggested outline:

Intro

H2: The story of ChatGPT: what kind of AI is ChatGPT?

H3: Explaining generative AI

- How conversational AI works and how ChatGPT processes and generates human-like responses

H2: 4 Practical applications of ChatGPT's AI for your business

H3: Enhancing customer support with ChatGPT's AI

- Automating common customer queries
- Providing instant responses
- Routing inquiries to the right departments or personnel efficiently
- Handling a large volume of customer inquiries simultaneously

H3: Creating engaging content using ChatGPT's AI



## Power Page Briefs - June 2023

- Generating content ideas
- Outlining content for productive content creation
- Maintaining quality assurance with ChatGPT

### H3: Streamlining Sales and Marketing with ChatGPT's AI

- Generating qualified leads
- Engaging prospects through chatbots
- Assisting customers in their purchase decisions and providing product recommendations
- Automating follow-up and nurturing campaigns for improved conversions

### H3: Facilitating seamless internal communication with ChatGPT's AI

- Automating routine tasks
- Automating information retrieval for employees
- Enabling collaboration and knowledge sharing within the organization

### H2: The future of Conversational AI and ChatGPT

### H3: Trends and improvements to come with ChatGPT