

CONTENT AUTOMATION: IS IT WORTH IT?

A PURCELL COMMUNICATIONS CASE STUDY

Investment content is technical, but it also can be complex to create. Most large asset managers face tricky decisions about whether, and how, to automate production when it comes to creating reports, commentaries, fact sheets, web materials, and other frequently produced content.

While quality financial content is PurcellCom's calling card, our process management experience and tracking capabilities are in many ways our secret sauce. Clients frequently partner with us to evaluate content processes, including automation decisions.

Here is one example of how we helped a client implement a content management tool effectively, driving efficiency up and costs down.

PURCELLCOM DATA REVEALS A NEED FOR CHANGE

One of PurcellCom's largest clients is a major asset manager who has worked with us for most of a decade, and over that time, their content demands have grown dramatically. Today, the firm relies on PurcellCom to support the development of 300+ commentaries and over 1,500 stock stories each quarter to inform and update investors in their individual, intermediary, and institutional segments. The time and cost of that work was becoming onerous.

So the client asked PurcellCom to help them understand the level of effort required to meet this demand. Using our tracking data, we reported the average amount of time needed to prepare a quarterly commentary, and how that was changing over time. This includes:

- gathering and organizing required inputs
- drafting
- coordinating reviews (and managing the reviewers)
- quality control checks
- distribution through numerous parallel processes

The data we provided gave the client ammunition to propose larger structural changes to their internal systems. After evaluating a few options, the marketing team decided to adopt a new content management tool to automate the construction and distribution of their commentaries.

ALL HANDS ON DECK TO SUPPORT THE TRANSITION

We've worked with many types of content management tools, so we knew this change would require significant process planning, buy-in throughout our team and theirs, and training.

We worked with the client to support an implementation plan over the course of multiple quarters. Our client manager helped prepare individual teams and then trained internal and external users on best practices for using the tool.

In addition, PurcellCom's flexible, "capacity-when-you-need-it" staffing model provided an edge in meeting the challenges of a new, large-scale system. Our team also filled vital roles in the implementation process well beyond our usual roles as writers and process managers.

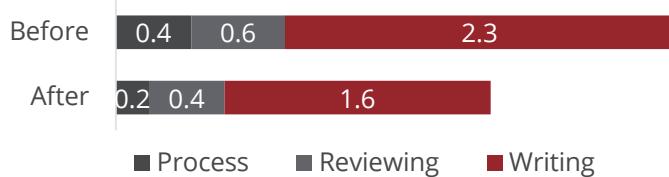
MORE THAN JUST WRITERS

- Our client manager analyzed and presented detailed metrics throughout implementation to track effectiveness and costs, identify best practices across product teams, and root out efficiency opportunities.
- Our fact-checkers played an important role in developing trust in the new automated system. Their attention to detail revealed important programming bugs that needed fixing.
- Our writers served as front-line UX testers for our client's technical team, identifying process challenges and providing valuable feedback.

DRIVING SUCCESS WITH PROCESS EXPERIENCE

We didn't achieve efficiencies right away: it took several quarters and persistent process improvement efforts to get the desired results. But after completing implementation, PurcellCom data showed a **34% savings** in work hours and outsourcing costs. Savings were generated in both writing and process time. The project was a resounding win for our client.

Hours Per Piece



With PurcellCom's help, the client was able to reduce time spent on each commentary by an average of 34%.

FINANCIAL FIRMS: STREAMLINE YOUR CONTENT PRODUCTION PROCESS WITH PURCELLCOM

If your marketing team needs a more efficient way to produce content, [Purcell Communications](#) can help. We'll even give you a 50% discount off your first content project. Contact us at info@purcellcom.com to learn more about our expert team of financial writers, editors, and project managers.