

EBOOK

7 GenAI Implementation Challenges

A Content Manager's
Survival Guide



Fluid Topics

TABLE OF CONTENTS

Introduction	p.2
AI Glossary	p.3
The State of GenAI Implementation	p.4
Challenge 1: Scattered Content Silos	p.5
Challenge 2: Content Governance and Security Measures	p.6
Challenge 3: Maintaining Data Freshness and Ensuring Content Findability	p.7
Challenge 4: Misinformation & AI Hallucinations	p.8
Challenge 5: "One-Size-Fits-All" Content	p.10
Challenge 6: Disjointed Customer Experience	p.11
Challenge 7: High Costs and Long-Deployment Period	p.12
Understanding the Fluid Topics Offer	p.13
Get to know us	p.14

INTRODUCTION

New **GenAI solutions are emerging** at an astonishing pace, offering applications that create long-term value for companies. As a result, Content Managers are under pressure to anticipate future trends and spearhead the transition to GenAI-powered content operations. Whether it's delivering relevant and contextualized product knowledge or helping customer support agents be more efficient, GenAI opens a world of opportunities. But how do you get started? And how can you solve GenAI implementation issues?

This survival guide addresses the various challenges that implementing GenAI poses for Content Managers.

It then elaborates how they can leverage their knowledge and resources to resolve these complex issues all while enhancing the value of their content. Read on to discover how, with the right approach and tools, Content Managers and GenAI capabilities are well-positioned to cultivate a symbiotic relationship.



AI GLOSSARY

- **Generative AI (GenAI):** GenAI refers to a category of artificial intelligence that produces new content including text, images, audio or code, that mimics human creativity, making it a valuable tool for many industries. It uses datasets to study patterns and then create new, similar data in response to prompts. Often, GenAI uses Large Language Models to understand and/or produce natural language. Examples of GenAI platforms include ChatGPT or DALL-E2.
- **Large Language Models (LLMs):** LLMs are the result of an algorithm whose training produces the model. During the execution of an LLM, it processes data and produces outputs from a specific input which may ask it to recognize, summarize, translate, predict, or generate content using very large datasets. Large Language Models can be adapted for use across a wide range of industries and fields. They're most closely associated with GenAI. Developed by OpenAI, ChatGPT is one of the most recognizable Large Language Models.
- **Natural Language Processing (NLP):** NLP is a computer program's ability to understand spoken and written human language. NLP is used as opposed to programming languages (java, C++, Python, etc.) which are not "natural". This allows humans to successfully interact with computers using natural sentences. NLP technology is used in Fluid Topics to enhance search.
- **Retrieval Augmented Generation (RAG):** RAG is the process of enhancing the outputs of an LLM. This is done by allowing it to retrieve data from an external knowledge base. For example, Fluid Topics' platform enhances an LLM's outputs with your product content. As a result, the LLM has access to specific, accurate, and up-to-date information without needing retraining.
- **AI Hallucination:** A hallucination happens when a LLM such as a GenAI chatbot, generates outputs that are inaccurate or that aren't based on the input data. In other words, when AIs produce realistic, yet incorrect information. Engineers must look out for these mistakes to moderate the hallucination while using the model.
- **AI Gateway:** The AI or LLM Gateway refers to the technical layer between app interfaces (chatbots, virtual assistants, in-app troubleshooting, support platforms) and the Large Language Model itself.

[See Full AI Glossary](#)

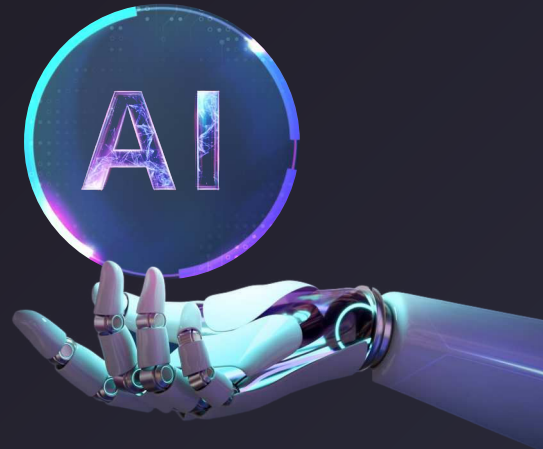
THE STATE OF GENAI IMPLEMENTATION

FOREWORD

The latest reports continue to sing praises around GenAI's potential. According to McKinsey, Generative AI has the potential to [automate work activities](#) that take up 60-70% of an employee's time. In parallel, [68% of desk workers](#) say Generative AI will help them better serve their customers. With these findings in mind, it's no surprise that [62% of business leaders](#) reported excitement as a top feeling associated with GenAI. Yet, beyond this excitement lies unexpected disappointment as [95% of IT leaders](#) report that integration issues impeded their AI adoption.

These implementation challenges pose risks and barriers to content management professionals. From providing access to accurate content to addressing potential security problems and minimizing project implementation costs, a seamless GenAI experience is challenging to maintain. These struggles impact key content objectives related to content quality, documentation usability, and user experience. This is where an AI-Powered Content Delivery Platform (CDP) comes in.

Read on to uncover how knowledge and content management teams can alleviate GenAI implementation issues with simple interventions.



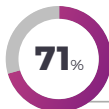
CHALLENGE 1

SCATTERED CONTENT SILOS

Companies want to leverage their existing product knowledge to improve user adoption and the customer journey. And as a company grows, so does its content library. But there's an issue. Knowledge assets are often scattered. With multiple systems, formats, and repositories, finding the right content for a given issue can feel impossible and GenAI is only as good as the content it's fueled by. These silos limit the GenAI tools' access to content, thus reducing their efficacy.

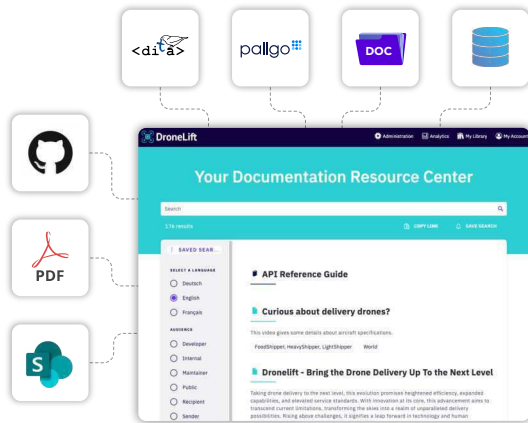
Solution

Content silos will always exist, and using a full stack of content creation and publication tools is a great way to guarantee a steady stream of quality content across your company touchpoints. Rather than break apart these silos, use an AI-powered Content Delivery Platform to ingest knowledge content with ready-to-use connectors matched to each content source. This centralizes and consolidates content across your tool stack, creating a unified knowledge hub. Then, integrate your CDP into all customer touchpoints (i.e. chatbots, in-product help) so its ready-to-use GenAI widgets can pull the latest product information from this single source of truth to generate accurate, relevant answers.



of businesses state that AI is only as good as the data put into it. We agree.

(Source: [Segment](#))



CHALLENGE 2

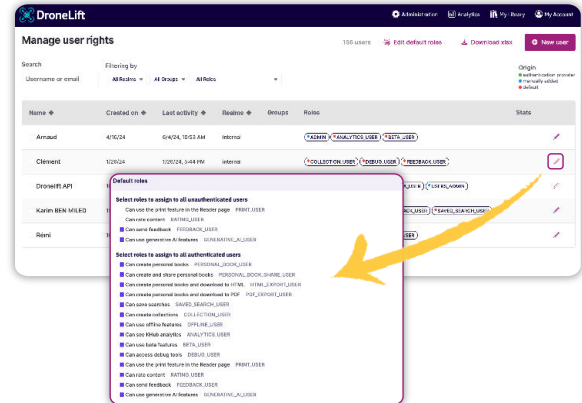
CONTENT GOVERNANCE AND SECURITY MEASURES

The race to implement the latest GenAI tools comes with a cost as [92% of executives](#) believe Generative AI introduces moderate to high-risk concerns. Each GenAI tool has a different approach to data privacy, security, and sovereignty, making content governance a challenge. You may be wondering "isn't this a concern for IT"? Well, yes, but not only them. This will impact everyone! All teams have the opportunity to reinforce or disregard security measures, and with GenAI applications expanding across business operations, it's important for everyone to consider potential risks.

Additionally, GenAI security concerns are particularly important when implementing RAG-based tools. RAG takes GenAI to the next level, retrieving product content from internal knowledge hubs for improved accuracy. However, if the tools have weak security measures, they can scrape confidential information into their training engines. As a result, they might provide private company content to LLMs and thus potentially to anyone using that technology.

Solution

Platforms with Generative AI tools must integrate governance measures directly into their infrastructure. Solutions acting as AI Gateways should internally process embeddings and vector database management to prevent external LLMs from accessing confidential information. On top of that, integrating additional security layers helps to provide control over user access rights. That way each user profile can only generate answers based on content they have access to. Furthermore, content metadata management options protect sensitive and confidential information from appearing in AI-generated content. Beyond this, Fluid Topics provides links to relevant sources for AI-generated answers, which promotes trust and transparency when using this technology.



CHALLENGE 3

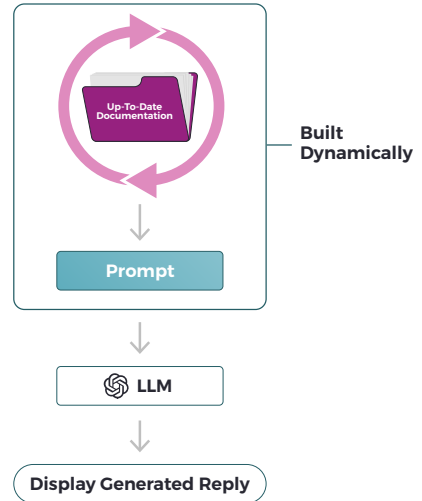
MAINTAINING DATA FRESHNESS AND ENSURING CONTENT FINDABILITY

Presenting users with out-of-date information can have major consequences. While implementing GenAI tools helps customers access product answers much faster, that doesn't mean the generated responses are accurate. In fact, many GenAI solutions are not trained with new or product-specific content. That's because LLMs are trained on large data repositories and these training sets are often a couple of years old.

Solution

By using a GenAI content solution with RAG architecture, you can provide high-quality and relevant generated answers that are always up-to-date with your latest product knowledge. Fluid Topics combines RAG with dynamic content delivery. In dynamic delivery, the actual content is not called from the knowledge repository until an end user launches a search and the results assemble. When the results appear they always configure based on the most updated version of the content. In parallel, dynamic content delivery allows content teams to automate content publishing in a single click as soon as documentation is approved and as often as needed. As a result, content freshness and accuracy aren't an issue.

Meanwhile, content findability is easily solved with a Content Delivery Platform that combines semantic search and RAG. CDPs automatically process and centralize all technical and product information. By creating a unified content repository, GenAI tools can easily find and share relevant content with users. While RAG enhances the language model's responses with fresh, accurate information, semantic search pinpoints the information in the database that is most relevant to the user's context and needs. Fluid Topics combines both functionalities to create unparalleled synergy resulting in high-quality AI responses.



CHALLENGE 4

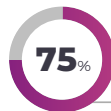
MISINFORMATION & AI HALLUCINATIONS

After spending time and energy to create valuable product content, you want to ensure users have access to the right information. Yet, many Generative AI tools operate like a black box. They receive inputs and produce outputs; however, users are typically unable to explain why the algorithm produced a specific output. Sending inaccurate information to users can lead to technical incidents or accidents, ethical violations, and as well as the loss of customer trust and loyalty. This is at risk as AI algorithms occasionally generate hallucinations. When AI contributes to the spread of misinformation it undermines product knowledge, customer support, and maintenance efforts, leading to longer product downtime, higher support costs, and frustrated customers.

Solution

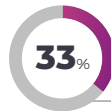
The quality and relevance of the content training the GenAI models determines the accuracy of the outputs. Therefore, models need extensive, well-structured data to avoid hallucinations. RAG architecture helps reduce misinformation by directing AI tools to base their answers on specific datasets, namely internal, trusted content. This fine-tunes the algorithm to produce precise and relevant responses. Since the data comes from your own proprietary source material, you and your users can trust the validity and accuracy of the responses.

When using GenAI to automate responses to customer support tickets, it's important to include agents in the loop. They can check and validate answers before the help desk sends them to users. Then, for customers to validate the accuracy of the answers they receive, the GenAI solution should provide links to the source content used to generate a response.



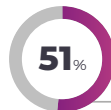
75% of consumers trust chatbots provide the correct information.

(Source: [Zendesk](#))




33% of company leaders cited lack of confidence in results as one of Generative AI's top risks.

(Source: [Deloitte](#))



51% of workers say Generative AI lacks the information needed to be useful.

(Source: [Salesforce](#))



“The more challenging aspect is when the answer is almost right – but almost right doesn’t meet the end user’s needs – it seems right because content came through, my part of the system’s working and based on some cursory testing, it got some of the basic context right, so therefore the answer must be right. If you have ever tried to follow instructions where one step is wrong, almost right is not good enough.”

Amber Swope | DITA Strategies

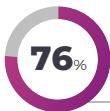
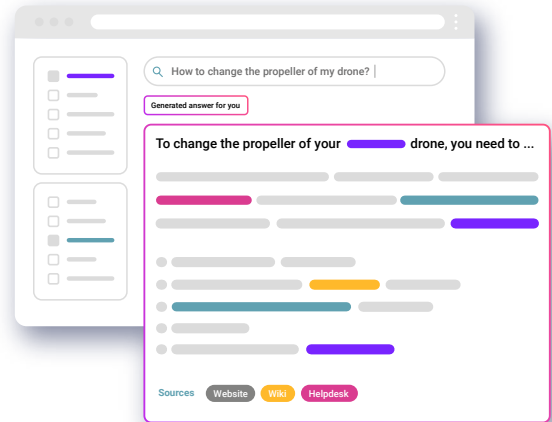
CHALLENGE 5

“ONE-SIZE-FITS-ALL” CONTENT

Users can't find the content that's relevant for them and their current needs. Whether it's the wrong product version, model, or the content is only addressing issues for a different user profile, unhelpful content leads to customer frustration. All the while, the content they need exists! You, the content management team, created it. It's just hard for users to sort through various channels to find content personalized and contextualized for them.

Solution

GenAI-enabled content delivery allows companies to seamlessly contextualize and personalize the content experience. When businesses integrate a Content Delivery Platform, they are able to set user access rules. Different user profiles have access to different types of content. GenAI-enabled CDPs like Fluid Topics check user management profiles to provide specific responses to user questions based on their role and content access level. By combining user roles management, keyword and semantic search, and a local computation of AI embeddings, users receive more relevant generated answers. Fluid Topics offers an AI-powered search experience that leverages context, user behavior, and topic relevance to provide quick and efficient access to custom knowledge for each individual user.



of customers expect personalization.

(Source: [Zendesk](#))

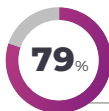
CHALLENGE 6

DISJOINTED CUSTOMER EXPERIENCE

Product content needs to be readily available and consistent to provide contextually relevant advice to users. However, customers often have inconsistent experiences depending on which touchpoint they use to interact with a company. When providing multiple information sources to users (chatbots, search engines, etc.) the answers shouldn't be different.

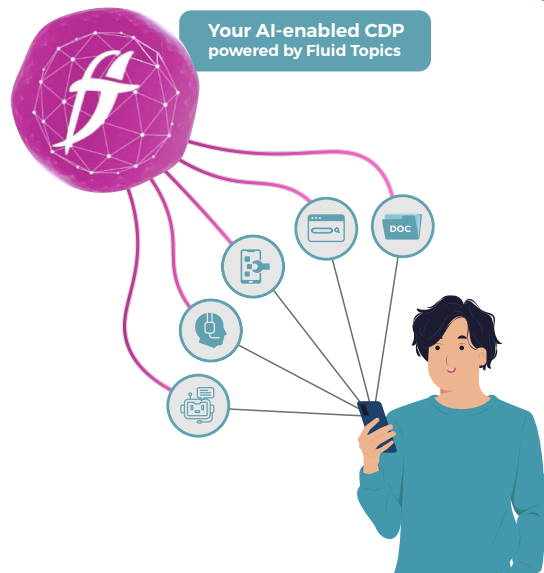
Solution

Use a Gen-AI enhanced CDP to develop a unified customer journey. Your tools must be interoperable to create a seamless user experience from all ends. Provide accessible and consistent product content with solutions that integrate with your existing CMS, authoring tools, CCMS, helpdesk systems, and other enterprise applications. Integrate Fluid Topics' GenAI widgets anywhere to provide a unified content access experience across all customer endpoints. For the product knowledge team this streamlines the publication and delivery of content. For customers this provides the exact knowledge they need, wherever they are: talking to a chatbot, browsing your website, navigating your support channels, or even participating in community portals.



79% of customers expect consistent interactions across all channels.

(Source: [Salesforce](#))



CHALLENGE 7

HIGH COSTS AND LONG-DEPLOYMENT PERIOD

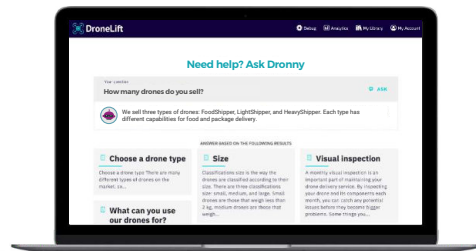
Generative AI's potential is high but building a strategy and app in-house is challenging. You don't want your development teams to spend copious amounts of time building in-house AI applications, POCs, and demos just for the platform not to bring any value to the content team. Plus, development teams waste additional time keeping up with swiftly changing requirements and tech stacks. The resources needed to build secure, traceable, and compliant solutions are substantial, yet these elements are necessities for implementing GenAI tools.

Solution

It's simple: GenAI needs content. The content already exists, technical writing teams own it, and a CDP allows companies to centralize and secure it. This is a cost-efficient way to leverage high-impact GenAI capabilities without the long development period.

With Fluid Topics, leverage ready-to-use GenAI applications to accelerate the deployment of your AI projects. Here, the Fluid Topics AI Gateway serves as a bridge and orchestration layer between your content and LLMs. With API-first architecture, you easily benefit from out-of-the-box services that equip your company with AI-powered tools and RAG scenarios to upgrade your applications.

Additionally, drastically cut down development project timelines by removing the need for developers to waste time building custom integrations and redundant content connectors. World-class CDPs quickly and easily connect to your content sources and user endpoints.



 Fluid Topics AI Gateway



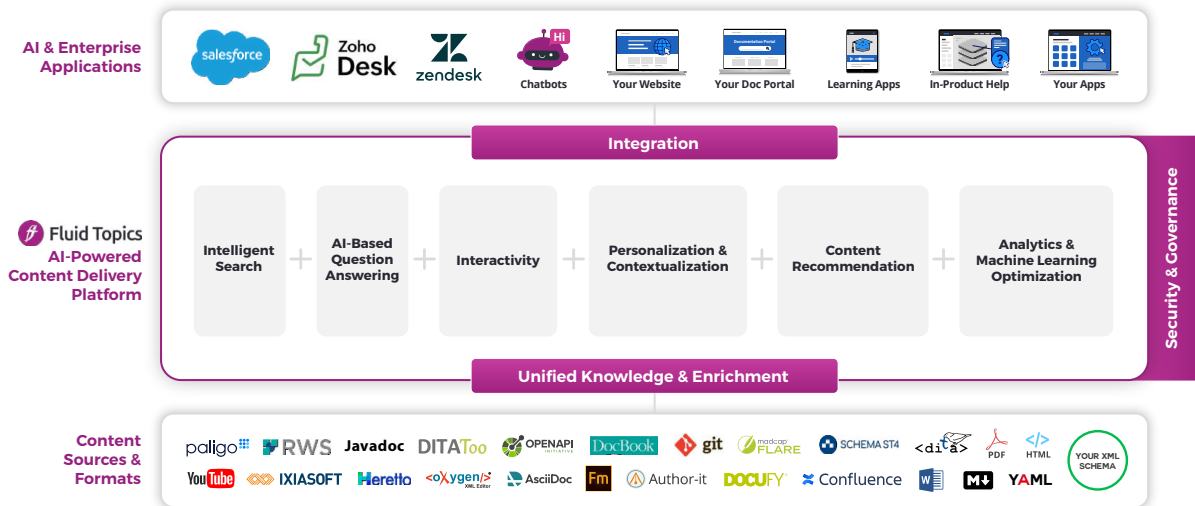
DELIVER YOUR AI PROJECTS TODAY

Fluid Topics accelerates the deployment of your AI projects by seamlessly equipping your entire organization with out-of-the-box services for powering RAG scenarios.

[Learn how](#)

UNDERSTANDING THE FLUID TOPICS OFFER

Content Managers don't need to solve GenAI implementation headaches alone! Fluid Topics' AI-powered Content Delivery Platform tackles these problems swiftly and seamlessly. This world-leading CDP trusted by enterprises across industries fast-tracks the launch of your AI content projects. With security, interoperability, and accuracy in mind, Fluid Topics seamlessly integrates cutting-edge technology into your stack. Focus on producing valuable content and let Fluid Topics take care of the rest, effortlessly delivering relevant and personalized information to each user with our out-of-the-box GenAI applications.



GET TO KNOW US

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About Fluid Topics

Fluid Topics' AI-powered Content Delivery Platform is a software solution that collects and unifies all types of documentation, no matter the initial source and format, and then feeds the relevant content to any digital channel, device, and application, in context with the users' needs and environment.



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