Knowledge base — 214 articles rewritten

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1,240 articles read against the retailer's sources · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. *The knowledge base is the retailer's set of written answers: it, and nothing else, feeds what the agents reply.* **An agent answers only from approved content.**

The state of the 1,240 articles

Finding	Volume	What is done
Contradicted by a more recent source of the retailer	**214**	**Rewritten, outdated line and replacement line alongside**
Duplicates with diverging wording	**96**	**The costliest case: two correct answers that do not say the same thing**
Never used in twelve months	340	Archiving proposed rather than maintenance
Questions asked more than 200 times with no article	**187**	**187 answers drafted, sourced on the retailer's documents**

The sources that corrected the 214

Source	Articles corrected	Nature of the change
Return conditions changed in April	**94**	**Time limit and charges**
Installation lead times revised in June	78	Slots and notice
Part references replaced	31	Compatibility
Product sheets updated	11	Characteristics

What the rewriting changed

Measure	Before	After
First-line answer accuracy	**87 %**	**94 %**
Complaints about a wrong answer	—	**−46 %**

When the answer is not in the retailer's content, it is not invented: the request goes to an adviser with what has been checked, and the question joins the list of articles to write. **Over the year, 4,900 questions took that route, and 187 became articles.**

> **A monthly re-run of the 1,240 articles against publications, terms and conditions and product sheets is proposed**, with the gaps and the rewrite already done. The base then stops ageing in silence.

For the retailer to settle

Reference sources to check against every month: _____

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