

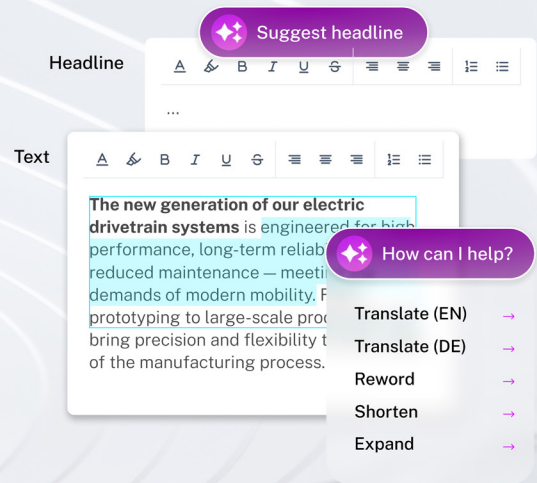
FirstSpirit™

A crownpeak solution

SOLUTION BRIEF

AI Assistant Suite

AI-driven content excellence that scales



In today's shifting landscape of digital experiences, the escalating demand for both quantity and diversity in digital content presents a complex dilemma for enterprises striving to maintain exceptional quality standards.

Manual content governance methods simply cannot keep pace with modern needs. This is where AI can offer immense value, but unchecked usage can pose risk to brand integrity. The AI Assistant Suite bridges this gap by offering secure, configurable AI that knows your brand. Enterprises can enjoy the time-saving benefits of AI without losing sleep over missed content standards.

AI Assistants are digital aides that accelerate brand-compliant editorial work in the CMS for texts and visuals.

Create Content Assistant

Ideate, create, and optimize texts with versatile AI actions

Store Image Assistant

Automate the grunt work for image tagging and cropping

Review Analyze Assistant

Get instant suggestions and bulk-fix issues before publishing



Unlock workflow boosts

Take the load off your editorial team by automating tedious tasks, while keeping the final decision firmly in human hands.



Scale your strategy

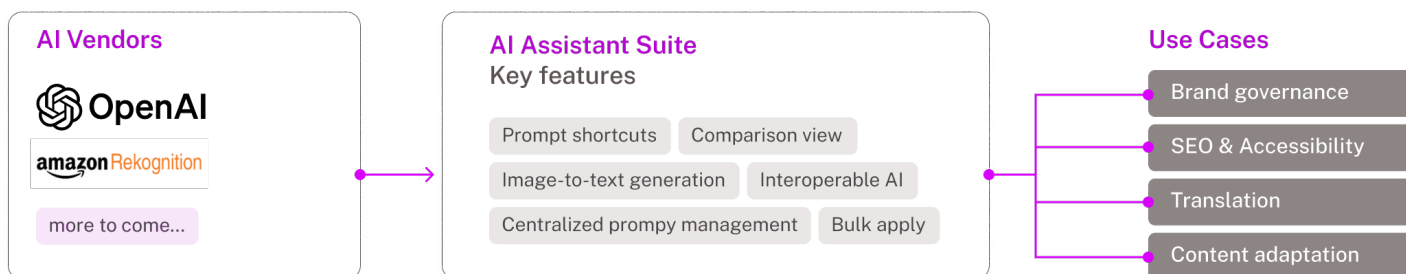
Tailor AI to your brand guidelines, SEO tactics, and quality benchmarks, enabling content creators and editors to easily stay aligned.



Maintain brand integrity

Keep the quality and tone of voice consistent across all content whoever creates, so your brand feels the same everywhere.

Reimagine editorial work with generative AI



Single source of truth for prompts

Streamline your most repetitive tasks with prompt shortcuts. Configure and standardize these prompts, ensuring every team member utilizes AI in alignment with company's standards.

Intelligent image optimization

Manage large image libraries with AI-generated tags and descriptions, improving content accessibility and overall site experience with minimal manual effort.

AI powered, editor approved

Leverage AI-driven insights to enhance your content while maintaining full editorial control. Our transparent comparison view allows you to review and approve multiple AI-suggested changes.

Future-proof AI flexibility [beta]

Expand use cases and achieve greater results by connecting to other cutting-edge AI models and services via our robust API.

Beta results overview

10

Hours Saved Per Week

Creating texts in tone-of-voice, descriptions and keywords

40%

Increase Content Output

For web and metadata content

Customize and add prompt shortcuts

The screenshot shows the 'Customize and add prompt shortcuts' interface. It features a 'Tone of voice' dropdown menu with options: 'Tone of voice', 'Reword', and 'Spell Checking'. Below this is an 'Edit prompt' section showing a sample text: 'The new generation of our electric drivetrain systems is engineered for high performance, long-term reliability, reduced maintenance — meeting demands of modern mobility. From prototyping to large-scale production, we bring precision and flexibility to every step of the manufacturing process.' To the right is a 'How can I help?' sidebar with options: 'Tone of Voice', 'Review', 'Sorten', 'Expand', 'Improve', 'Translate', 'Create', 'Keywords', and 'Create blog'. Below the text is an image of a St. Bernard dog with a caption: 'A St. Bernard dog wearing a traditional Swiss rescue barrel collar sits proudly in front of a scenic mountainous landscape.' At the bottom, a 'Show Differences' section compares the original text with an AI-suggested version, highlighting changes in 'Content'. Buttons for 'Apply changes', 'Save draft', and 'Cancel' are at the bottom.

FirstSpirit™
A crownpeak solution

Ready to See FirstSpirit in Action?

Book your personalised demo and discover how we can support your goals.

crownpeak.com/firstspirit

