

Optimize AI Outputs With a Repeatable, Scalable Human QC Process

By Mary Bennett, HaystackID

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Like many of us, my attitude toward generative AI (gen AI) has evolved drastically over the past few months. Once a fierce AI naysayer, I cringed at the thought that a robot could create content of the same caliber or even better than I could. ChatGPT could write a blog post in seconds, but what about originality? I soon realized that my biggest complaints were rooted in my fear of this tool, making my role as a writer moot.

From paralegals to marketers and beyond, we keep hearing that we must change how we operate. Let technology enhance our work and replace the mundane tasks that eat our time and energy. That is all good and well in theory, but it doesn't provide a roadmap for evolving our practice and often leaves us with more questions than answers.

I certainly don't have all the answers. However, my team and I have found immense value in supplementing gen AI's usage with a well-structured, rigorous, and collaborative quality control (QC) process to strengthen and scale our content production. By sharing what's worked for us, I aim to arm you with practical tips to enhance your processes, from content and beyond, and start to view gen AI as a must-have tool in your toolbox.



Credit: Alina.Alina/Adobe Stock

The Age-Old Comma Debate

Early last year, I used ChatGPT here and there to help with outline creation and early drafting. When a team member reviewed my work and noted that Grammarly suggested that I remove a comma midway through a sentence, I immediately felt defensive. As a writer, I believe a comma is more of an art than a science.

Before rattling off why Grammarly, my new arch nemesis, was incorrect in its suggestion, my teammate explained consistency mattered, and our audience would notice. As a marketer, this was my "aha" moment. Perception matters: Businesses with lousy grammar and spelling

mistakes on their websites can lose almost double the number of potential customers than their counterparts with typo-free sites.

Once I put my ego aside, I started to see the value this tool provided in helping to create consistent and grammatically correct content. Now, I champion Grammarly for everything from internal emails to social copy and articles.

Different Strokes for Different Experts

Grammarly is just one tool our team uses in our daily work. From image creation to article drafting and more, we're always exploring new technology to evaluate what will help us scale our production without compromising our content's quality and accuracy. That's where a structured human review becomes imperative.

Here's how our process works for a blog post, for example. Think of it like an assembly line. Our team starts with a strategy that informs a specific blog topic, such as navigating data privacy considerations with gen AI. From there, the writer would pen an article, recruiting tools like ChatGPT to help with outline creation, and Grammarly to ensure they dotted all the right "i's" and crossed all the right "T's." Whenever using tools like ChatGPT, your review is imperative. In other words, fact-check any sources and ensure you appropriately edit the content to align with your brand's voice and messaging.

Once the blog post is in tip-top shape, the first reviewer comes into play. This team member is obsessed with the details, analyzing everything from your article's spacing to the appropriate contributor's titles to the usage of eDiscovery versus e-discovery. When designating a team member for the second-pass review, this person doesn't need to be a subject matter expert in the article's topic (although they very well can be). This person's role is to ensure your content is consistent across your mediums

to create trust with your brand and elevate your credibility.

Next up, the second reviewer takes a slightly different lens when analyzing the content. For our team, this individual has a holistic view of the organization from a strategic level. For instance, with our data privacy and gen AI blog post, the writer would likely use our company's current messaging, internal interviews, and existing collateral to inform the copy. The second reviewer may know about an upcoming product feature on our company's roadmap that our writer could ever so craftily tease in this blog post to build excitement. Or, this reviewer may advise adjusting a paragraph's verbiage to better align with an executive's recent presentation.

Ultimately, this second reviewer has access to information other team members may still need to be made aware of or be privy to. This intel allows them to guide the team and the content accordingly to align with your organization's future direction.

Getting Prescriptive With AI

While this process may take time to work out the kinks, it will expedite and improve your production in the long run. One way to ensure you're optimizing reviewers' time is by being prescriptive with AI tools. Specificity ensures that AI outputs align with your specific goals and, ultimately, avoid any inaccuracies or even biases; of AI projects, Gartner estimates that 85% provide false results from bias built into the data or the algorithms or that biases that exist in the professionals managing the tools' deployments.

Gen AI's limitations and potential became clear to me when creating data center images with ChatGPT. When I kindly asked the tool to create a data center image, it generated your run-of-the-mill image with gray and navy undertones. From there, I asked the tool to use more vibrant

colors and include workers in the data center. The tool showed three men in suits working in the data center. To increase the diversity of the images, I asked to include an equal number of men and women in the data center. The third time ultimately was not the charm as all the women sported skirts alongside their male colleagues in suits, not to mention that everyone had the same skin color, height, weight, and ill-informed fashion sense. While this exercise illuminated biases in the tool, it also showed the power of this technology in its specificity. I could create a data center in Virginia, Florida or Antarctica. I could change the type of design in the tool, sizing, or a variety of other details to inform the generated image.

The more specific my prompt was, the stronger the output. When using these tools, view them exactly as that: tools available to accelerate production and meet your objectives.

Applying This Process Across Your Organization

While this process may appear niche to written content or image creation, you can apply its principles across other areas throughout your organization. For an upcoming sales pitch, your account executive may use DALL·E 2 to help create PowerPoint slides. After making the first rendition, that individual could send the presentation to your marketing team to ensure the deck aligns with your brand standards, from font size to messaging to graphics. Once that detail-obsessed, brand-focused marketer does their review, the account executive can send the deck to an internal subject expert well-versed in this sales prospect's industry to ensure it captures their most pressing pain points and how your company solves them.

This human QC model is beneficial as it works across many tools, projects, and teams. By implementing a structured process now, you prepare your organization to make the most of whatever transformative innovation awaits.

**GAI and LLM technologies assisted Bennett in developing this article and ensuring proper comma usage.*

Mary Bennett is the director of content marketing at HaystackID, a technology company that solves complex data challenges related to legal, compliance, regulatory, and cyber events. In her director of content marketing role, Bennett harnesses her storytelling power to educate the legal technology industry on pressing issues impacting practitioners and leads the development and distribution of content and programs. Additionally, Bennett is the senior director of content and community initiative at the Electronic Discovery Reference Model (EDRM). In this role, Bennett produces, hosts, and organizes quarterly workshops to engage the e-discovery community and discuss pertinent issues facing the industry.

With nearly 10 years of content marketing experience, Bennett joined HaystackID after working at an agency to help B2B tech startups grow their marketing engines through content that drove audiences through the marketing funnel. Before her agency experience, Bennett worked at Chicago-based Relativity as a senior producer on the brand programs team. She was a founding member, host, and producer of Relativity's Stellar Women program and the company's documentary series, "On the Merits." In her role, Bennett crafted and socialized important stories that elevated the e-discovery community and illustrated technology's potential to make a substantial impact.