

GUIDE

AI-Ready Platform

17. June 2026

"Living document"

AGENDA

01

CONTEXT

What's changing and why now

02

UNDERSTAND

How AI really reads your content

03

ACT

Three rules for AI-friendly content

04

PLAN

Your path to your first "Wow" moment

01

CONTEXT

WHAT'S CHANGING FOR YOU AT THE CORE



Chatbot will be central

Employees ask. The Navigator answers. No more searching, clicking, scrolling.



Context becomes a core task

Editors no longer just design pages and news. They shape what the AI knows and says.



Content must work for 2 audience groups

For people AND for the AI. What is unclear today will be unanswerable tomorrow.



Garbage in, garbage out.

The quality of the navigator's responses depends directly on the quality of your content.

Outdated, incomplete, or contradictory content leads to incorrect, incomplete, or misleading AI responses. No tricks. No workarounds. Just good content.

02

UNDERSTAND

HOW AI READS YOUR **CONTENT & CONTEXT**

1

Your Content

News, pages, FAQs,
PDFs, manuals

Plus governance and
structure

You have influence

2

CHUNKING

Create text sections

Text is split into
sections (200-500
words). Each section
(chunk) is a unit of
meaning.

3

VECTORIZING

*AI understands the
importance*

Each section is indexed
by topic and meaning.
Similar content lands
close together.

Example: 'Vacation
request' and 'Absence
notification' are factually
close.

4

RETRIEVAL

*AI searches for the
best results*

The 25 best matches
(sections with highest
relevance) are passed
on as context to the AI.

5

ANSWER

*AI generates the
answer*

The AI receives the
question and the found
sections, then
generates a natural
language answer
based only on this
context, not on its
general training
knowledge.

You have influence

Your content quality determines the quality of AI answers. Steps 1 and 5 belong to you.

03

ACT

A note before we begin

The following content is based on our current understanding of AI-ready content. This is a rapidly evolving field - we view this document as a living starting point that we will continue to develop together with you.

THE MAIN PROMPT: YOUR NAVIGATOR BRIEFING

Role & Identity

How should the Navigator introduce itself? What topics is it responsible for?

Tone & Boundaries

How should the tool respond? Formally or casually? What should the tool NOT answer?

Context & Rules

What topics are relevant? How should the tool respond when faced with uncertainty?

Example Prompt

Example: Additional context

You are the navigator at Muster AG.

Provide employees with quick and direct assistance with HR, IT, and process-related questions.

TONALITY

Friendly, clear, and informal. No jargon, no long texts.

BOUNDARIES

Please answer only questions about content available in the app. If you're unsure, ask for clarification.

THE MOST IMPORTANT RULE

Give the answer directly - don't just refer to pages or sections.

WHAT TO DO IF YOU ARE UNSURE

If crucial context is missing, ask for clarification. Don't guess.

→ The clearer the context, the better - and more reliable - the navigator's responses will be.

THE ASSISTANT PROMPT: EXPERT

Activation Rules

Tell the assistant WHEN it should be invoked

Behavior Rules

Tell the assistant HOW it should behave once it is invoked



[Example Prompt](#)

YOUR NAVIGATOR

You are the assistant for Topic X

Help employees quickly and directly with HR, IT, and process questions.

Activation Rules

Expert name + 3–5 specific topic areas

Signal patterns/phrases that trigger it

Explicitly define what it does NOT handle (prevents conflicts)

Add 5 example questions (few-shot examples for the LLM)

Behavior Rules

Role + Purpose

Clear capabilities vs. hard limits

Escalation conditions

Tone in 2–3 words

Fallback path for "don't know" cases

→ Both levels are needed to achieve the best results

BUILDING CONTENT FOR AI & EMPLOYEES

→ Rule 1

AI loves structure

- Thematic sections, no mixing of topics
- Break content down into smaller, logical units
- Title = the question that the page needs to answers

→ Rule 2

AI likes natural language

- Write to instruct rather than to describe
- Include the key information in the first two sentences, and clearly state the **target audience** and **purpose** early on
- Numbered steps instead of continuous text

→ Rule 3

AI hates noise

- Consistent terminology
- No duplicate content
- No contradictions

Good content, clear context, and straightforward language don't just help AI - they improve communication overall. The next four slides show exactly how that works.

WHY AI-IMPROVED CONTENT MAKES A DIFFERENCE

✗ Non AI Ready

Employees are entitled to special leave under certain conditions. Legal and company regulations vary by occasion. For more information, please refer to the applicable works agreements.

Navigator responds:

"Yes, employees are entitled to special leave under certain conditions... For detailed information it is advisable to check the applicable works agreements or contact HR."

✓ AI Ready

Special Leave: When and How Much Are You Entitled To?

1. Wedding: 2 days
2. Death in immediate family: 2 days
3. Relocation: 1 day

Apply in the employee app under Absences.

VS

Navigator responds:

"Yes, special leave is available. For a wedding you get 2 days, for a death in the immediate family also 2 days, and for a relocation 1 day... You can apply in the employee app under Absences."

RULE 1: ONE PAGE, ONE PURPOSE

BEFORE - ONE PAGE, EVERYTHING INCLUDED, NO STRUCTURE

Employee Benefits

The cafeteria subsidy is 50 dollars and is automatically deducted from your paycheck. Employees are also entitled to health benefits, which include preventive medical checkups and fitness programs. Parents are eligible for a daycare subsidy of up to 150 dollars per month. Applications can be submitted at any time. The transportation subsidy covers up to 80% of travel costs. Further details regarding the cafeteria subsidy and health care benefits will follow shortly.

The AI doesn't know which benefit is being referred to in the question

AFTER - ONE PAGE, ONE TOPIC, STRUCTURE

Apply for a cafeteria subsidy

[AI Anchor](#)

50 dollars per month, billed automatically.

Preventive Health Care: Services & Appointments

[AI Anchor](#)

Preventive Care and Fitness – Book via the Employee App.

Daycare Subsidy: How to Apply

[AI Anchor](#)

Up to 150 dollars per month. Apply anytime in the app.

Transportation Reimbursement: Step by Step

[AI Anchor](#)

Up to 80% of travel expenses – one-time application required.

Each section = one topic → The AI provides precise answers to every question

The section title (container) serves as the AI's anchor—it tells the AI what the section is about, even without reading the rest of the page.

The Navigator can only respond based on the content provided - a clear structure yields clear answers.

RULE 2: INSTRUCTIONS INSTEAD OF DESCRIPTIONS

BEFORE - DESCRIPTIVE

If an employee is ill, they are expected to notify their manager immediately.
A doctor's note must be submitted within the legally required timeframe. Further details on the procedure can be found on the intranet.

Navigator responds:

"To report sick, you must immediately notify your supervisor and submit a medical certificate within the legally prescribed time limit."

AFTER - INFORMATIVE

How to Report Sick Leave

- 1 Call your manager before starting work
- 2 Report sick leave in the employee app
- 3 Starting on Day 3: Upload a doctor's note
- 4 Confirm your return in the app as well

Navigator responds:

To report sick, call your manager before the start of your shift and enter the sick leave in the employee app. Starting on the third day of sick leave, you must upload a doctor's note (AU form)..."

The AI Navigator can only respond based on the content provided—informative texts yield informative answers.

RULE 3: CONSISTENCY & GOVERNANCE

TERMINOLOGY & CONTEXT



Consistent terminology throughout

'Employees' OR 'Staff' – not both. Once you choose one, stick with it consistently throughout the document.



Define corporate language

Explain internal terms once and document them centrally – then use them consistently throughout all content.

QUALITY & GOVERNANCE



Edit page description

Each page requires 2–3 sentences of description. This is used directly as AI context and significantly improves search relevance.



No duplication

Having the same information on multiple pages leads to conflicting answers. One source of truth – one page per topic.



No contradictions

Outdated or inconsistent content confuses the AI. Check, update, or deactivate pages regularly.



Define Content Owner

Who is responsible? Clearly defined responsibilities for each area ensure long-term consistency – AI quality is a governance issue.



Key information at the beginning

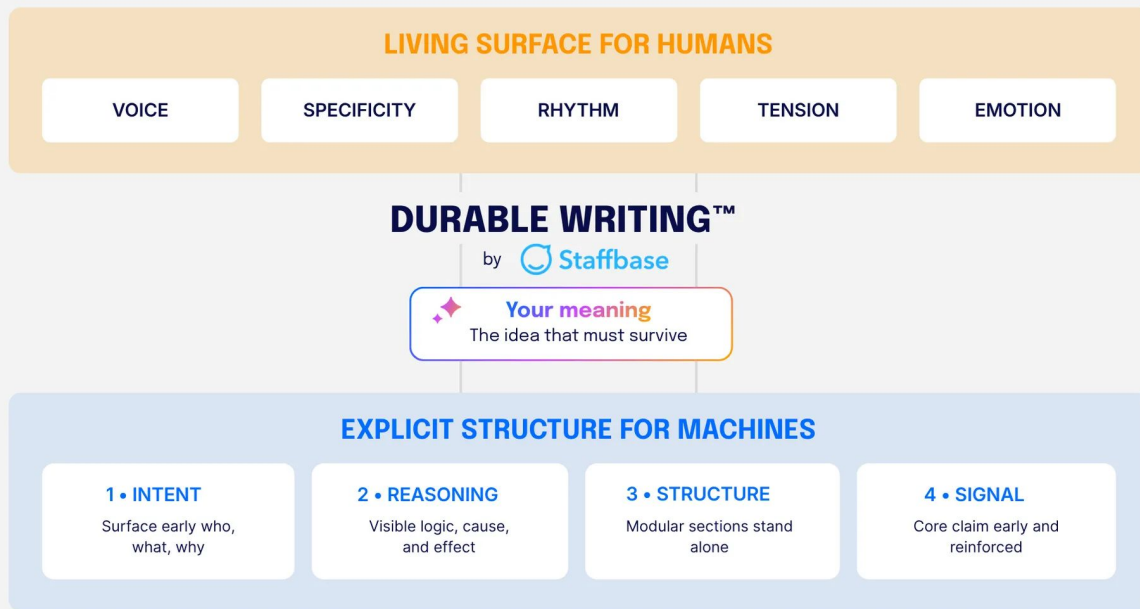
The first 15–20% of the text must make it clear: Who is the target audience? What is the purpose? AI chatbots do not read text linearly and prioritize the beginning of a paragraph.



Manage Permissions

Who has access to which content? Who is the content relevant to? Clear permissions improve AI relevance and data security.

YOUR WRITING FRAMEWORK: DURABLE WRITING™



Applies to news articles and pages – the framework for writing AI-ready content.

Blog article



<https://staffbase.com/blog/durable-writing-with-ai>

04

PLAN

FIRST STEP: CONTENT ANALYSIS

COLLECT EMPLOYEE QUESTIONS

- What are the most frequently asked HR questions?
- Which IT processes create an overload on tickets?
- What do frontline workers look for on their smartphone?
- Analyze help desk logs and the HR inbox

ANALYZE SEARCH DATA

- What terms are people searching for on the intranet?
- Where does a fruitless search end?
- Which pages have the most views?
- Evaluate Staffbase Analytics and Search

PRIORITIZE PROCESSES

- Where do employees waste time due to poor information?
- Which processes are currently handled via personal phone calls?
- Which topics varied depending on the role and location?
- Talk to HR, IT, and shift supervisors

STEP TWO: CHOOSE A STRATEGY TO START WITH

01

ALL CONTENT

All content at once

For organizations that already have a solid content foundation. Requires significant effort, but ensures maximum coverage from the start.

RISK

02

SOME OF THE CONTENT

Target Area / Use Case

Start with a topic or a target audience. This is a good way to achieve early success and gain valuable experience. Recommended.

RECOMMENDED

03

NEW USE CASES

Specially curated content

Create new, AI-optimized content from scratch without relying on legacy content. Perfect for that first “wow” moment.

FASTEST START

STEP THREE: THE PATH TO NAVIGATOR SUCCESS

GET STARTED

1. All content

or

2. Some of the content

or

3. New Use Cases

QUALITY LOOP

Content Analysis,
Adaptation
& Governance

Customize
[Navigator
Settings](#)

Add Company
Context
([Organization
voice](#))

Pre-Test
(Admins)

Test Phase &
Feedback
(Target Audience)

Response quality not acceptable → Back to content analysis

RESULT

Success if:

**“The first
answer is
convincing”**

Trust has
been built

First “WOW” moment
available in:
1-2 weeks

After that:

Gradually optimize additional content.
Analysis and feedback continue as an ongoing process

HOW MUCH EFFORT DOES THIS REQUIRE?

01

Needs Assessment

2-4 hours

Analyze search queries & FAQs
Define the topic & target audience;
plus 4-8 hours for interviews

02

Content Analysis & Adaptation

4-8 hours

For each topic area:
Review, organize, and write content

03

Pre-Test & Feedback

2-3 hours

The owner conducts a test using specific questions
The target audience provides feedback

First "WOW" moment available in:

1-2 weeks

Total cost per topic area:

approx. 8-15 hours

Not an IT project - editors manage the process themselves

No Big Bang - one topic (area) at a time

Improve existing content - no need to start over

Results are immediately visible - Navigator responds better

Note: These cost estimates are based on our past project experience. Actual costs may vary depending on the scope, the quality of the content, and the size of the team. We continuously update this information based on new insights.

YOUR CHECKLIST : EVERYTHING AT A GLANCE

Analysis

Needs Assessment: Frequently Asked Questions and Search Queries & Identifying Employee Needs

Pages

Service Focus: Presenting content in a way that is understandable to both humans and AI

Semantic structure: Breaking content down into smaller, logical units

Natural language: Write as people ask questions - and explain your own internal terms

Page description with relevant keywords and tags

News & pages

Durable Writing: Quality Check of News Content and Pages based on the Durable Writing Framework

Pages other than News: Important information (policies, etc.) is located on static pages.

Company Context and Navigator Settings

Assistants: Store specific knowledge in separate knowledge areas.

Conversation Starters: Identify topics to help get a conversation started.

Main Prompt: Use the Navigator Prompt to provide the chatbot with more business context

Organizational Voice: Corporate jargon and tone help make the AI platform more personal

Governance

Consistency: Use consistent terminology, avoid duplicates, and ensure there are no contradictions

Ownership: Each page has a content manager

Access: Who has access to which content.

THE RESULT: AN ASSISTANT THAT DELIVERS

24/7

Always available

Employees get answers - whether they're on the early shift, the night shift, or working from home.

No waiting, no phone calls, no searching through folders.

↓ Requests

Fewer "Where can I find that?"

Service requests are decrease. Employees resolve issues on their own - without involving HR or IT.

Editors can immediately see where content is missing or needs improvement.

One for all

Globally scalable

One assistant for all locations, languages, and shifts - scales effortlessly.

Once it's set up properly, it works everywhere, right away.

Good content = precise answers = **employees who can help themselves.**

Materials

Further information, links, and sources

MATERIALS

BLOG

DURABLE WRITING WITH AI

How to write content that retains its meaning even after being processed by AI. The core framework for AI-ready content.

staffbase.com/blog/durable-writing-with-ai

BLOG

AI READINESS FOR INTERNAL COMMUNICATIONS

Frank Wolf explains why a context-based strategy is the key to successful AI implementation.

staffbase.com/blog

SUPPORT PORTAL

SET UP AND CONFIGURE NAVIGATOR

Step-by-step guide to setting up Staffbase Navigator, including context management.

[Overview Navigator](#)

SUPPORT PORTAL

CONTENT GOVERNANCE & PAGE OWNER

Everything you need to know about the Content Governance view in Staffbase Studio and how to assign page owners.

[Overview Content Governance](#)