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Featured Application

Future-Ready Workforce: From Content Production to Knowledge Engineering

Customer needs drove Deltek Customer Enablement's transformation. As customers increasingly seek guidance through ChatGPT, Claude, Gemini, embedded AI assistants, search, communities, product interfaces, and learning platforms, they should not need to know which repository, product version, or support channel holds the answer. Customer search behavior, support-case trends, content usage patterns, and testing of AI-generated responses helped us identify where customers encountered difficulty finding accurate, relevant guidance. This raised two critical questions: how must the workforce that creates and maintains customer knowledge evolve, and how can we deliver relevant guidance at scale? To remain trusted, our content needed to be easier for both people and AI systems to discover, interpret, and apply. Early testing indicates that AI-generated guidance is becoming more accurate and relevant, while making the right content easier to locate.

In response, we transformed a 95-person content and documentation-production team into a strategic knowledge and capability engine. We redesigned roles, skills, team structures, technology, and workflows around an operating model in which human expertise and digital labor function as one integrated system.

Innovation and Creativity: Building an AI-Native Content Operation

Rather than adding AI tools to an unchanged production model, we rebuilt the model itself.

We retired an enterprise DITA content-management platform and replaced it with internally developed Markdown-based tooling built using Claude Code. This reduced annual technology costs by approximately $150,000 while giving the team greater control over how content is created, structured, governed, and distributed.

We also operationalized Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) standards. Content is now authored with structured headings, explicit context, product and version metadata, task-based language, and machine-readable organization.

The new architecture serves three audiences simultaneously: customers seeking clear guidance, Deltek's in-product AI experiences, and external AI and search platforms that must discover and interpret authoritative Deltek content.

In partnership with Customer Success, Product, and Engineering, we are developing a universal customer-outcomes ontology that connects customer outcomes with the capabilities, workflows, tasks, and knowledge assets required to achieve them. This shifts content organization away from internal formats and toward how customers work and what they need to accomplish.

Together, these changes are transforming disconnected documentation and learning assets into structured organizational knowledge that both people and AI systems can find and use accurately.

When Deltek's AI-powered conversational assistant launched for one product, our team conducted a structured accuracy assessment using customer-style how-to questions. Of the responses evaluated, 85% were rated fully accurate, and none were rated inaccurate. The remaining responses required refinement, primarily to add step-level detail rather than correct erroneous information. This validation process is now a standard requirement before each product launch, helping ensure customers receive dependable, product-specific how-to guidance in the flow of their work.

Workforce Transformation: New Roles, Skills, and Responsibilities

The transformation required more than new technology; it required redefining content expertise for an AI-enabled organization.

Instructional designers and technical writers were re-skilled in AI Content Operations, including Markdown and structured authoring, AI-native content design, metadata and taxonomy governance, AEO/GEO, schema development, AI-response validation, knowledge-quality assurance, and governance of AI-generated outputs.

Authors who once focused primarily on documentation and learning assets now ensure content is accurate, structured, current, and ready for AI ingestion. Their roles have expanded from content creation to knowledge engineering and AI governance.

Human expertise remains central, providing judgment, context, accuracy, and risk oversight, while AI accelerates drafting, transformation, classification, quality checks, maintenance, and delivery at scale. Job descriptions and performance expectations have been updated to reflect these responsibilities.

Execution: Bringing the Workforce Through the Transformation

Early in the transformation, we established an AI center of innovation and appointed an experienced leader as the team's AI strategist. This made experimentation visible, coordinated, and accessible across the team rather than limiting innovation to a small technical group.

Each experiment began with a defined business or customer problem, along with its expected benefits, risks, and success criteria. Promising ideas advanced to controlled pilots, and successful pilots were integrated into shared workflows. This process produced a portfolio of AI agents and automations that contributed to an aggregate 80% improvement across measured content-development workflows compared with the prior process.

Rather than treating the productivity gain solely as a cost-reduction opportunity, we reinvested the recovered capacity into metadata governance, ontology and schema development, AI knowledge validation, content freshness, and optimization for AI retrieval.

The center fostered practical AI proficiency while turning experimentation into both a transformation engine and a workforce-development program. A living AI Workflows Map and shared portal capture approved use cases and lessons learned, reduce duplicated effort, and promote responsible AI use. All 95 team members transitioned to the new operating model, with updated job expectations and professional-development goals requiring demonstrated AI proficiency and application of AI Content Operations practices.

A Future-Ready Workforce

Deltek Customer Enablement's transformation is not simply about using AI to produce content faster. It is a fundamental shift from creating individual documents and courses to engineering and governing a connected knowledge system that serves customers wherever they seek help. By embedding AI proficiency, knowledge engineering, and human oversight into roles, workflows, and performance expectations, Deltek has built a workforce ready for the future of customer knowledge and service.


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