



Case Study

Empowering UK Academic Publisher
with **AI: Boosting Efficiency and
Web Accessibility** through
Automated Alt-Text Generation



Customer Profile

This customer is at the forefront of educational publishing and services, with a specialization in scientific, technical, and medical content. Based in the UK, the company has carved out a niche for itself by providing high-quality, research-driven academic publications.

Their portfolio spans a diverse range of materials, catering to a global audience of educators, researchers, and students. With a commitment to excellence and innovation, they aim to advance knowledge and learning across the sciences and beyond.



Problem Statement

As the company delves into enhancing its digital content delivery, it confronts significant challenges in automating alt-text creation and streamlining report generation for its extensive image library.

Key Objectives

- ✔ **Automate Alt-Text Creation for Enhanced Productivity:** By automating the generation of alternative text for images, the company aims to drastically reduce the manual effort and time spent by content writers (approx. 20 mins per image), leading to increased productivity and cost savings.
- ✔ **Streamline Reporting Process:** Develop an automated reporting system that integrates image thumbnails and associated data, eliminating the need for manual Excel report preparation, further reducing labor costs and accelerating the client delivery process.
- ✔ **Improve Client Satisfaction and Retention:** By reducing the time spent on manual tasks, the company aims to increase content writer productivity and improve client satisfaction through faster delivery and more accurate content descriptions.

Integra Solution

Integra introduced its innovative iALT product designed to revolutionize the way educational publishers manage alt-text creation for images. This solution directly addresses the challenges faced by the UK-based academic publishing company, enhancing efficiency, reducing manual effort, and delivering tailored reports.

- ✔ **Automated Alt-Text Generation:** iALT swiftly identifies images and autonomously generates alt-text, eliminating the need for manual intervention and significantly speeding up the content preparation process.
- ✔ **Efficient Processing:** Capable of generating alt-text for 25 images within 2 minutes, iALT drastically reduces the time taken per image from 20 minutes to a fraction of that, enhancing productivity.

- ✔ **Edit and Personalization:** iALT allows users to fine-tune and personalize the generated alt-text, ensuring it meets specific content standards and accessibility requirements.
- ✔ **Customer-Specific Customization:** The product produces alt-text based on customer-specific guidelines, ensuring that the generated content aligns with the client's unique needs and standards.
- ✔ **Customized Reporting:** iALT automates the reporting process, generating customized reports that include image thumbnails and alt-text, tailored to customer requirements, thereby streamlining client communications.
- ✔ **Seamless Integration:** The product is built for easy integration into various content management platforms, ensuring a smooth workflow and minimal disruption to existing processes.

The screenshot displays the 'Alt Text Generator' interface. At the top, there is a section for 'Upload Image' with dropdown menus for 'Project' (set to 'Testing') and 'Asset Type' (set to 'Chemical Equat...'). An 'Image Upload' section includes a 'Drag and drop' area and a 'Browse' button. Below this is a progress bar with three steps: 'Select Image' (completed), 'Generate Alt Text' (completed), and 'View Alt Text' (current step, indicated by a blue circle with the number 3). The main content area is titled 'View Alt Text' and features a 'Back to image library' link. It shows a chemical reaction image on the left, which is a catalytic oxidation of xylene. The reaction involves two xylene molecules (one with a methyl group, one with a hydroxyl group) reacting under conditions 'cat', 'r.t.', and '5 min' to produce two products: 2% hydroxylated xylene and 16% hydroxylated xylene. To the right of the image are two text boxes for 'Short Description' and 'Long Description'. The 'Short Description' contains the text: 'Catalytic oxidation of xylene using Iron catalyst and hydrogen peroxide yields 2 percent hydroxylated xylene, 16'. The 'Long Description' contains the text: 'A catalytic oxidation reaction using an iron catalyst and hydrogen peroxide where the reactant is a molecule of'.

- ✔ **Diverse Image Category Handling:** iALT is designed to adeptly manage more than 40 diversified image categories, ensuring that each category receives tailored alt-text that accurately reflects the content.
- ✔ **Unique Prompts for Enhanced Accuracy:** The product incorporates the capability to handle unique prompts for each image category and for each customer, enabling highly customized and relevant alt-text generation.

Business Outcome

The implementation of Integra's iALT has led to significant improvements in operational efficiency and content accessibility for the UK-based academic publishing company, with notable outcomes:

- ✔ **Compliance with Accessibility Standards:** iALT ensures content meets accessibility mandates, maintaining compliance and avoiding potential legal issues.
- ✔ **Operational Efficiency:** Alt-text generation time reduced by 80%, allowing processing of 500 images daily, up from 100. Web Accessibility: Auto-generated alt text has made web content more accessible, widening audience reach.
- ✔ **E-Learning Material Accessibility:** Accessibility enhancements led to a 40% boost in online course engagement.
- ✔ **Social Media Inclusivity:** Descriptive alt text increased social media engagement by 25%, enhancing content inclusivity.

ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

For more information, please visit
integranxt.com



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