

Case Study

90% RFT & 50% Error Rate Reduction in Copyediting for a UK-based Academic Publisher



Customer Profile

A UK-based academic publishers, renowned for its extensive collection of scholarly journals and publications. The publisher's commitment to maintaining exceptional editorial quality and streamlined publication processes has earned them the position of a global leader in the industry.

The Challenge

The academic publisher faced a difficult challenge in achieving consistent quality and optimizing the publication process. Their aim was to implement a cloud-based authoring proofing tool and NLP based copyediting that could help achieve two primary goals:

- Improve the Right First Time (RFT) score by reducing proofing runs to just two (First Proof and Final Proof).
- Reduce the copyediting error rate to an ambitious target of 0.2 errors per page.

Testimonial

“
Integra's ContentPilot transformed our process! Just two proofing runs, 90% accuracy, and a minuscule 0.002 error rate – they exceeded all expectations!
”

- Publishing Administrator



Key Objectives

To enhance the quality and efficiency of their publishing cycle, the customer wanted a solution that addressed the following objectives:

- 🕒 **RFT Improvement:** Implement measures to achieve a 90% RFT rate, streamlining the proofreading stage to just two runs – First Proof and Final Proof.
- 📄 **Minimize Copyediting Errors:** Deploy a language quality assessment platform to reduce the error rate to an ultra-low threshold of 0.2 errors per page.
- 🤖 **Minimize manual interventions:** Automate different stages of the publishing cycle with support for XML in publishing while ensuring the highest level of accuracy.

The Integra Solution

The highly skilled and experienced Integra team collaborated closely with a dedicated team from the leading publishing house to customize our cloud-based authoring tool with the needed process adjustments. The customer's team closely monitored our progress, guiding our efforts through continuous feedback.

We devised a comprehensive solution that harnessed the benefits of XML in publishing, in combination with our language quality assessment platform, to meet the academic publisher's ambitious quality objectives and optimize their publication workflow.

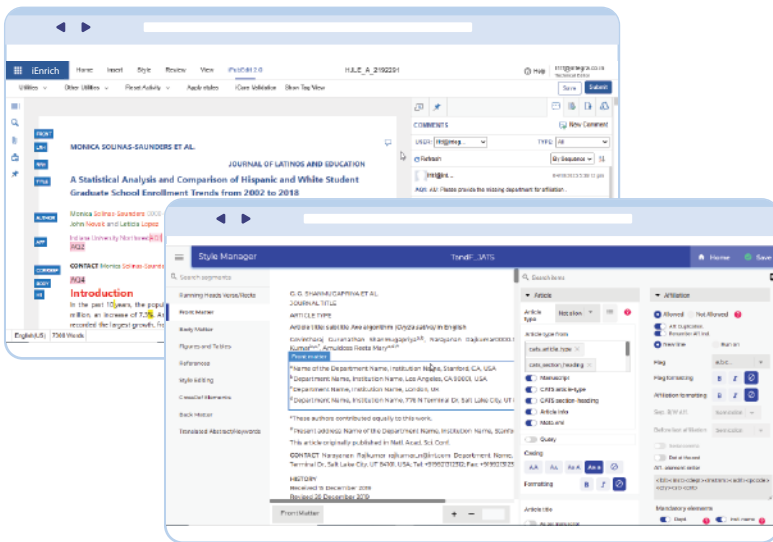


Goal 1: Reduce Copyediting Error Page Rate to 0.2 Error/Page

- ⦿ **NLP-Based Copyediting:** Integra deployed its Natural Language Processing engine, **iNLP**, to improve the quality and accuracy of copyediting. iNLP detects language issues and provides suggestions for remediation, guiding copyeditors to save time and effort.

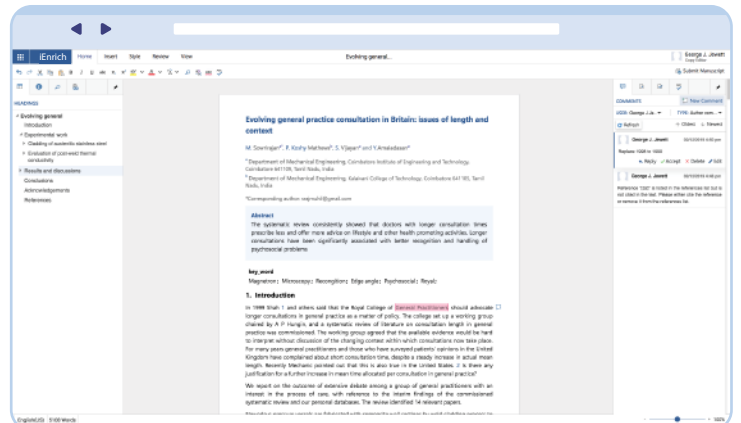


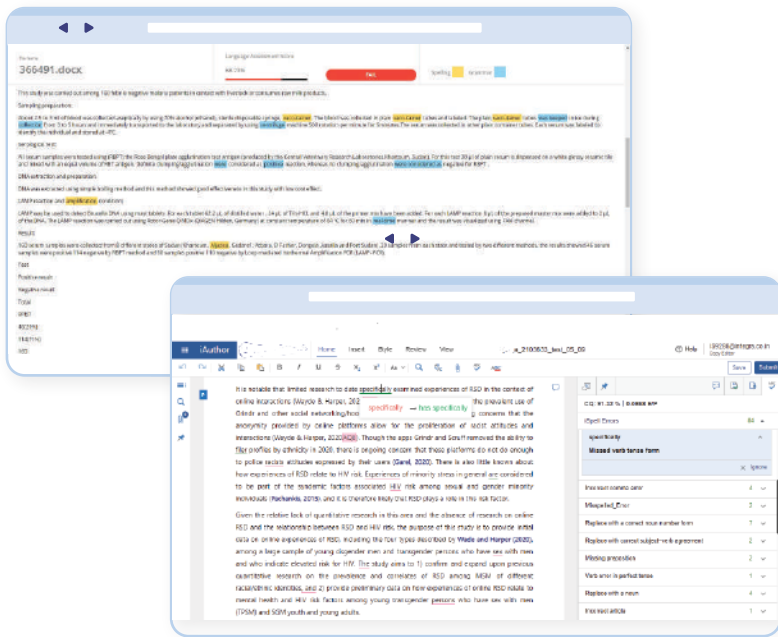
- ⦿ **Enhanced iPubEdit:** We also fortified its pre-editing tool, **iPubEdit**, with highly refined QC tools that reinforced the capabilities of **iNLP**, ensuring superior quality copyediting.



Goal 2: Cut Down Proofing Stages to Two – First Proof and Final Proof

- ⦿ **Automated XML Conversion:** We introduced a highly automated XML conversion process, ensuring high-quality XML creation right from the outset.
- ⦿ **Blackbox Pagination:** Our Blackbox Pagination System, **iAutoPage**, minimized manual intervention during the typesetting process, enhancing the quality of typeset pages.





- ⦿ **Cloud-Based Author Proofing:** The cloud-based Author Proofing Platform, **iAuthor**, empowered authors to incorporate content corrections into proofs, optimizing the proofing process.
- ⦿ **Process Improvement and Training:** We implemented Quality Management best practices, including 7D analysis for feedback and root cause identification, while also providing comprehensive RFT training to the core team, instilling a culture of RFT.

Business Outcomes

Integra’s comprehensive solutions and process enhancements yielded remarkable results for the academic publisher.

- ⦿ The proofing process was streamlined to just **2 runs** – First Proof and Final Proof.
- ⦿ **90% RFT** rate was achieved via automation and NLP-based suggestions of the cloud-based authoring tool and language quality assessment platform.
- ⦿ Copyediting error rates were consistently below the customer’s ambitious target.
- ⦿ An **average error rate of 0.002** was achieved over the last two years, far exceeding the publisher’s expectations.

The successful collaboration with Integra propelled the academic publisher to achieve unparalleled quality and efficiency in their publication process, reinforcing their position as a trailblazer in the academic publishing industry. The significant improvements in RFT and copyediting error rates showcased Integra’s commitment to delivering excellence in academic publishing while maintaining the highest standards of accuracy and efficiency.



About Integra

- 28 years of experience in providing comprehensive digital content solutions and e-learning services
- Applied innovation using AI/ML, NLP, Deep Learning, RPA, and Blockchain
- Technology-agnostic frameworks for accelerated and seamless deployment
- Niche product development experience, over 8 SaaS platforms used by publishers

Awards



Certifications



For more information, please visit
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