



Webinar On



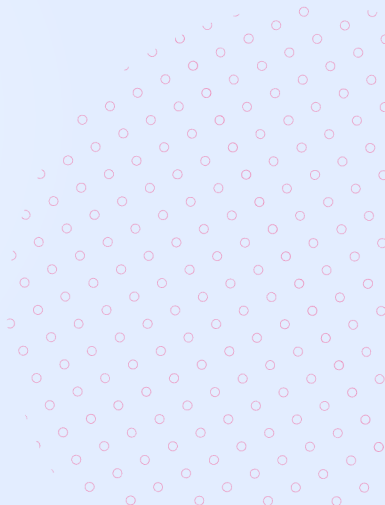
# Your AI Is Only as Smart as Your Documentation

How AI-Ready Documentation Improves Accuracy, Trust, and Self-Service



Speaker

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# Have you ever asked an AI assistant something— and watched it get it wrong?

Not a little wrong.

Confidently, fluently, **completely wrong.**

The model isn't the problem.

**Your AI didn't fail.**

**Your docs did.**

Most teams ask: "How do we add AI?"

The better question: "Is our knowledge ready for AI?"

# Three Ways Documentation Breaks AI



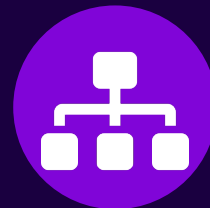
## Ambiguous Content

Instructions that could mean two things, depending on context. Humans navigate this; AI retrieves it literally.



## Inconsistent Structure

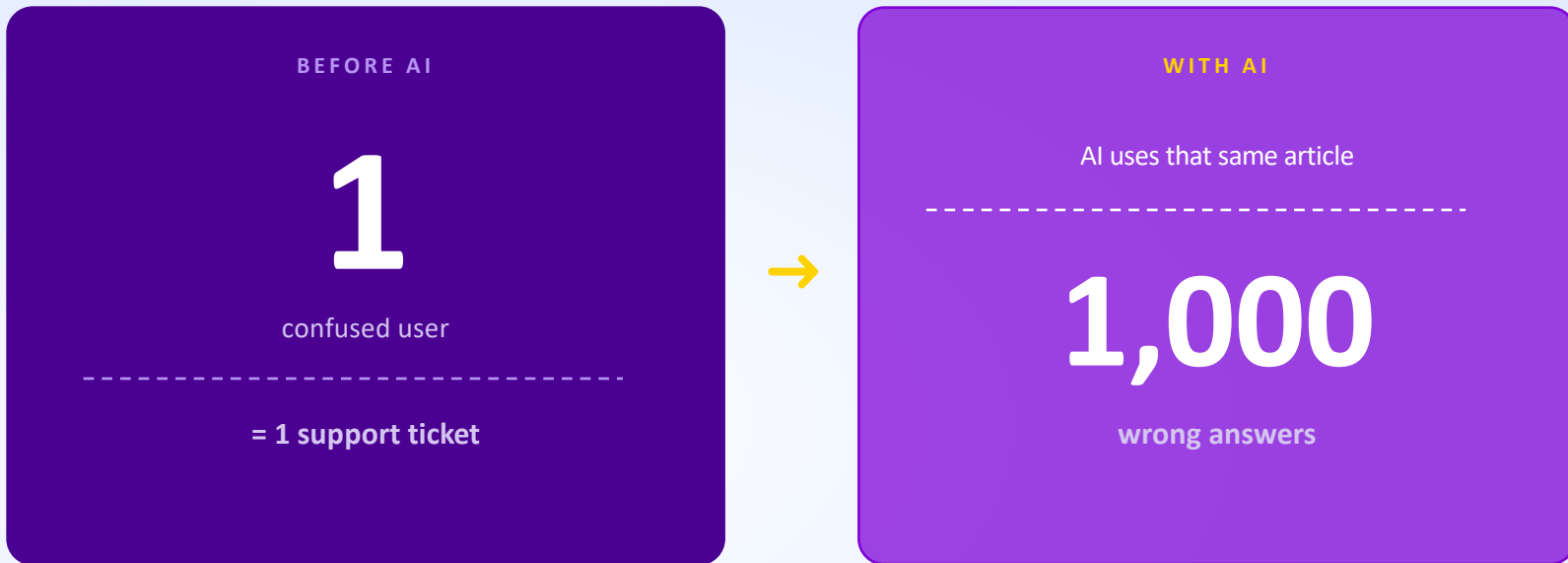
The same feature is named differently across articles. AI treats them as separate concepts and misses the right retrieval.



## Missing Context

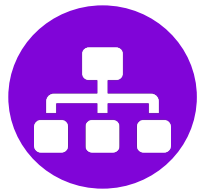
Assumed knowledge that lives in someone's head, a video, or tribal lore —but not in the text.

# AI Makes Documentation Failures Visible at Scale



AI didn't create these problems. It made them visible at scale.

# What “AI-Ready” Actually Means



## Structured

**One article. One question it answers.**

AI retrieves chunks, not pages. Tightly scoped articles mean precise retrievals and accurate answers.



## Searchable

**Title the way your users ask.**

“Account Security Settings” vs “How to Reset Your Password” — AI retrieval follows the same logic as search.



## Unambiguous

**Complete. Self-contained. Explicit.**

No assumed context. No vague instructions. Every term defined. Every article readable on its own.

# Real Case: The Hidden Cost of Video-Only Documentation



## Video-Only Onboarding

Short tutorials were the only user education material. No written docs. No searchable knowledge base.



**16M users**

Global, fast-growing user base



**Overwhelming volume**

Repetitive support queries flooding in



**AI decision made**

Deploy an assistant to streamline support



**Critical gap**

No written source of truth for the AI

# The Hidden Cost of Video-Only Documentation

## Video Tutorials



Hard to maintain as the product evolves



Expensive to re-record on every UI change



Not searchable or retrievable by AI



No source of truth for automated systems

## Written Documentation



Update a screenshot in minutes



Modular, version-controlled, easy to maintain



Searchable, retrievable, AI-ready



Single source of truth for humans and AI

# Real Case: What We Did to Fix It

01

## Analyzed Support Queries

Categorized the most frequent questions. Every high-frequency query became an article blueprint.

02

## Built the Knowledge Base

Wrote structured, modular articles — one question, one article, complete and self-contained.

03

## Integrated with the AI

Connected the written knowledge base to the AI assistant as its single source of truth.

04

## Aligned Human + AI Support

Agents and AI now draw from the same source — no discrepancies in answers across channels.

# Real Case: The Result



**Accurate, consistent answers across human and AI support**



**Users got the most updated information without discrepancies**



**Volume of repetitive support queries reduced**



**Documentation now maintainable as the product evolves quickly**

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**Documentation is infrastructure. Not a nice-to-have alongside AI. The foundation AI runs on.**

# The AI-Readiness Audit

5 tests you can run on any article next week:

1

**Topic Test:**

Does this article answer exactly one question?

2

**Terminology Test:**

Is every key term named consistently across all articles?

3

**Context Test:**

Can someone understand it without reading anything else first?

4

**Retrieval Test:**

Do your titles and headings reflect how users actually ask?

5

**Coverage Test:**

Do AI failures point directly to gaps in your documentation?

# Where to Start

## Start with the top 20%

The highest-traffic articles drive the most AI retrievals.  
Fix those first — impact is disproportionate to effort.

### Start with failure signals

Use your AI's wrong answers as an audit—they point directly to documentation gaps.

### Fix, don't rebuild

Targeted improvements to high-traffic content move the needle fast. No full rewrite needed.

### Use AI to find AI problems

Ask your assistant to flag inconsistent terminology or articles missing context. It's good at this.

# What's Next: Support is going agentic



## Classic chatbot

User asks → AI finds an article → AI summarizes it



## AI agent

User asks → AI retrieves → AI decides → AI acts  
(resets config, submits a form, escalates at the right moment)

# What Everyone Overlooks

## What teams focus on

- The AI model
- The prompt design
- The orchestration layer
- The workflow integration



What the agent reads  
when it decides what to do



**Your documentation.**

Procedures. Policies.  
Troubleshooting guides.

Technical writers belong in the room when AI projects are scoped—not at the end.

**Questions ?**

# Thank You!

