Duster
Customer Support Optimisation Tool

‘Duster’ improves customer communication and strengthens digital marketing by optimising online content resources with innovative support optimisation technology.

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Market Opportunity
Duplicate content is a major challenge for companies, which often have different writers (e.g. product group writers, technical support staff and customers) creating similar content. This results in substantial duplicate or near-duplicate content, which is often ignored or blocked by search engines. Companies can avoid the duplicate or near-duplicate content implications on digital marketing impact and the support they give to customers with an automated content optimisation tool.

Technological Highlights
The Duster online customer support optimisation tool compares all documents within large digital content collections (e.g. customer support repositories) and identifies near-duplicate content across different categories (e.g. product family), removing costly manual content management activities.

The tool utilises a combination of state-of-the-art text analysis and information retrieval technology including indexing, shingling and min hashing of documents. The results are then visualised in a graphical user interface that groups documents by category, highlighting any differences.

Developed in collaboration with Symantec, one of the world’s largest security and backup software corporations, the online customer support optimisation tool has been successfully tested with a repository of more than 200,000 technical documents.

Applications
Suitable for companies or organisations producing or managing large online content resources, this tool enables content creators to achieve productivity gains and cost savings by effectively optimising online resources across production, marketing and customer support departments.

- **Customer Support**: Improve customer support by easily identifying and managing the most pertinent information within online user-generated and in-house created content resources.

- **Marketing**: Identify the duplicate content that negatively impacts SEO. Original content increases web page visibility in online search rankings.

- **Authoring Support**: Provide authoring support to company writers (e.g. technical support staff can avoid creating the same content as product group writers).

- **Content Quality Assurance**: Integrate with existing content QA processes to create and curate content resources more effectively.

IP Status
Duster is available to license from the ADAPT Centre for Digital Content Technology. Contact our commercial team for more information.

Commercialisation Contact
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