



PLAIN LANGUAGE APP

A custom, managed solution integrated with Microsoft Teams and deployed in your secure Azure environment. Designed for customers who want clearer, more productive communication.



VALUE PROPOSITION & OVERVIEW

- **Seamless Integration:**
 - Managed application that meets your tenant's security policies
 - Custom configuration in your Microsoft 365 environment
- **Custom Branding & Custom Style Guides:**
 - Work with our experts to tailor the app's look and feel
 - Align writing guidelines with your corporate identity and any style or compliance manual (e.g. Australian Style Manual)
- **Bespoke Experience:**
 - A solution that adapts to your organisation's unique needs
 - Enhances clarity and team engagement



CORE BENEFITS

- **Secure Integration:**
Deploys safely within your environment, using your existing Azure roles, permissions and privacy settings. The Microsoft Teams app retains access to your current content and services without compromising security.
- **Custom Branding:**
Customise the Teams app to reflect your company's branding, tone and visual identity for a consistent user experience.
- **Style & Compliance Guide Integration:**
Ensure content and communication align with your corporate style and compliance guides, or use trusted standards like the Australian Style Manual or the UK Digital Content Style Guide.
- **Ongoing Support:**
Includes regular updates, staff training and access to expert support when you need it.



DISCOVERY & WORKSHOP

- **Purpose:**
To understand your organisation's communication challenges and identify opportunities for improvement.
- **Format:**
A one-day workshop—delivered online or in person—with key stakeholders across your business. The session is interactive and tailored to uncover needs, pain points and goals.
- **Deliverables:**
 - A clear list of communication and integration requirements
 - A defined project scope
 - A technical blueprint outlining how integration will work across platforms and teams



CUSTOM BUILD & DEPLOYMENT

- **Consultative Design:**

The app is shaped by insights gathered during stakeholder workshops, ensuring it addresses real business needs and user expectations.

- **Technical Process:**

- Tailored deployment within your Microsoft 365 and Teams environment
- Seamless integration with Azure backend services, including:
 - **Container Apps** for scalable app hosting
 - **Application Insights** for performance monitoring
 - **Azure OpenAI** for intelligent responses
 - **Azure AI Search** for fast, accurate content retrieval

- **Outcome:**

A secure, scalable, and ready-to-use Teams app—fully integrated with your existing environment and aligned with your goals.



MANAGED SERVICE, SUPPORT & PRICING

- **Ongoing Management:**

Simple monthly service model that covers hosting, monitoring and maintenance—tailored to your organisation's scale and usage.

- **Setup Fee:** One-time cost, customised based on your integration complexity and environment.
- **Monthly Fee:** Scales with your organisation's size, usage, and support needs.
- **Transparency:** Clear, upfront pricing—discussed in detail during the discovery call to ensure alignment with your budget.

- **Support:**

Includes regular updates, user training, proactive issue resolution, and access to expert help.

- **Benefits:**

Consistent performance, secure operation, and effortless scalability as your needs grow.

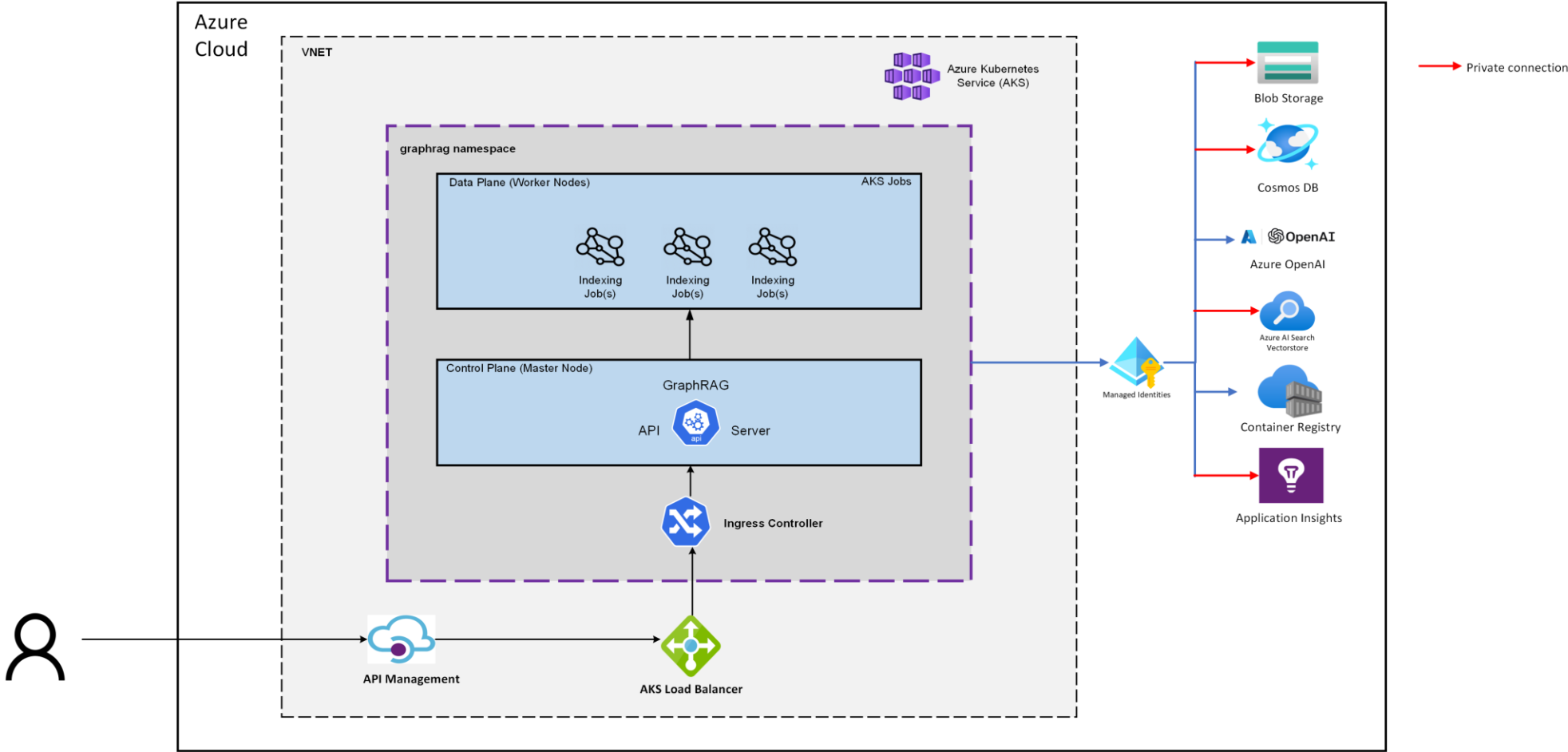


TECHNICAL ARCHITECTURE & BACKEND CAPABILITIES

- **Robust Azure Integration:**
 - Utilises Azure Container Apps for hosting and scaling
 - Monitors performance with Application Insights & Log Analytics
 - Secure deployment using managed environments in your Azure tenant
- **AI Powered:**
 - Leverages Azure OpenAI models GPT-4 and custom fine-tuned models
 - Uses Azure AI Search in a RAG architecture for enhanced prompt responses.
- **Secure & Scalable:**
 - Custom configuration ensures compliance with tenant security policies
 - Easily integrates with your existing Microsoft 365 and Teams environments



SOLUTION DESIGN



SAMPLE PROMPTS

- **Starter Prompts & Interactions:**
 - Examples drawn from our Australian Style Manual prompts
 - Demonstrations of how the app simplifies complex text into plain language
- **Learn Plain Language app:**
 - Visit us @ <https://plainlanguage.app> for more sample prompts

The screenshot displays the Plain Language App interface, which is designed to help users convert complex text into plain language. The app is available on the Microsoft AppSource.

Example 1: Converting passive voice to active voice

Prompt used: Identify passive sentences and rewrite them in active voice to improve readability.

Original content: Several critical decisions were approved by the Minister last quarter, project guidelines were distributed by the advisory committee without consultation. Implementation updates were requested by the finance team. Comprehensive report was never finalised by key stakeholders. In addition, several internal reviews were conducted by departmental staff. Found discrepancies in expenditures. Potential budget overruns were at the procurement division, prompting further investigations into contractual obligations.

Plain Language AI-generated response: By rewriting passive sentences in active voice, the text becomes clearer and more direct.

Example 2: Converting number words to numerals

Prompt used: Ensure numbers in text that are greater than 2 are written as numerals (for example, 3, 15, 100). Rewrite any words expressing numbers above 2.

Original content: The department identified four key areas of improvement in the new protocol, but it also proposes three immediate action points for staff training. Although five senior managers have volunteered for the pilot program, only two administrators have completed the prerequisite workshops. Additionally, the team discovered that approximately twenty local suppliers could benefit from government incentives. However, at least nine of them have yet to register interest, highlighting a potential communication gap.

Plain Language AI-generated response: This approach ensures that headings are rephrased without question marks, giving them a clear, declarative style.

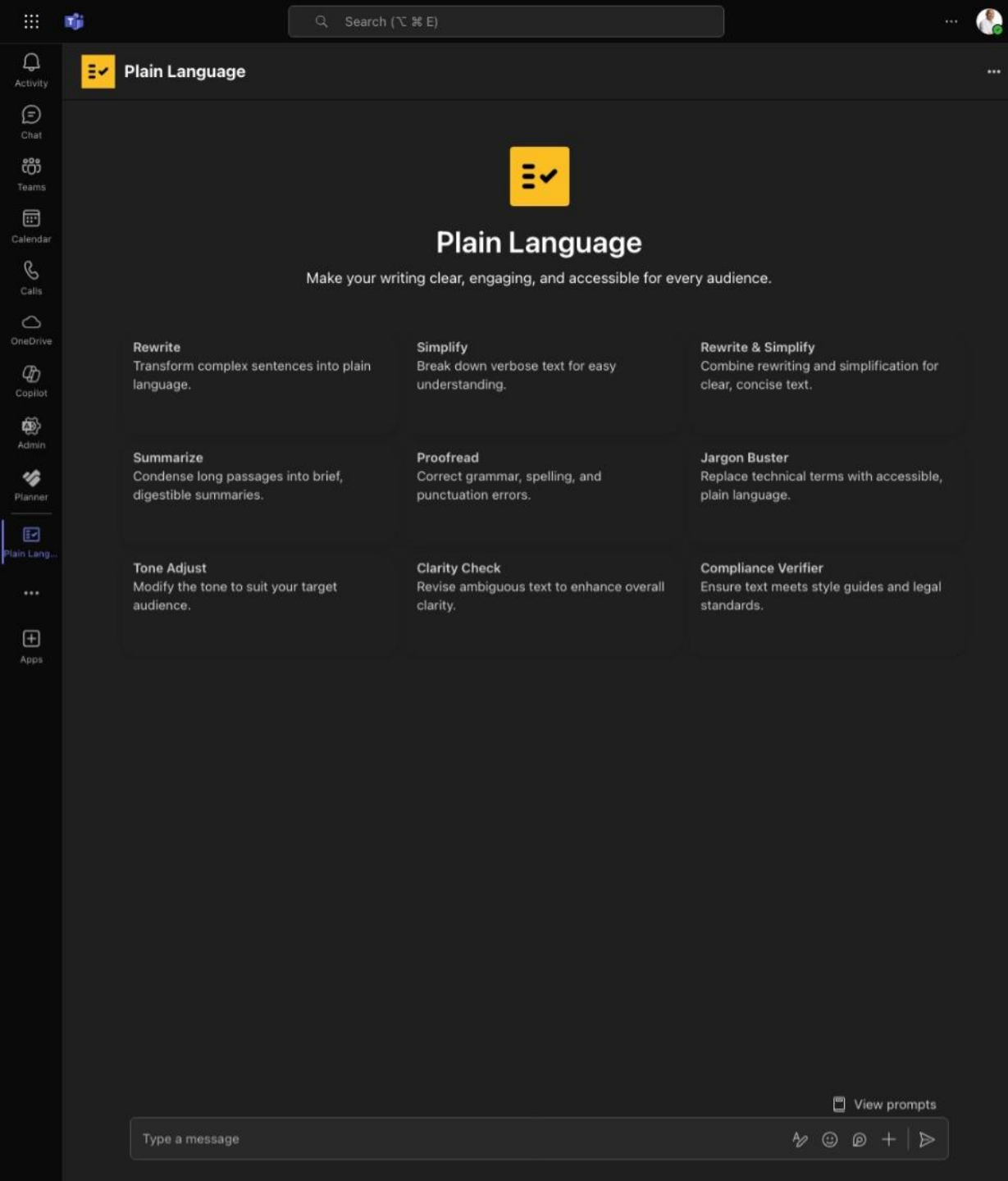
Ready to transform your writing?

Install the Plain Language App in Microsoft Teams and start refining your content today!

Get it from Microsoft AppSource

Learn App Customisation LinkedIn Privacy Plain Language App

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NEXT STEPS

Contact us to schedule your
discovery call today!

<https://plainlanguage.app>



THANK YOU

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