



## Case Study

# » How AUDI AG now communicates its corporate regulations via the **Rulebook app and RuleBot** «

As an internationally active company, AUDI AG has an extensive and dynamic body of regulations. Technical innovations, new legislation and complex global developments all place high demand on the guidelines being complete, up-to-date, and legally certain. In order to minimise risks and protect the company's reputation, the applicable requirements for employees must not only be communicated, but also anchored in a sustainable manner. Since May 2020, Audi has been relying on new digital solutions through the use of the Audi Rulebook app and the new RuleBot.

In the past, all of the company guidelines were only available as PDF documents in the Audi intranet. The Audi Rulebook simplifies the search for the right guideline. Instead of having to read and search through multipage documents, employees and managers can find answers to specific questions interactively in the Audi Rulebook. In this way, a guided search with targeted topic suggestions or a free text search quickly results in the appropriate instruction. The Audi Rulebook makes access to the world of regulations much more attractive and results in greater trust in and acceptance of those regulations.

# Audi Rulebook as an interactive assistant

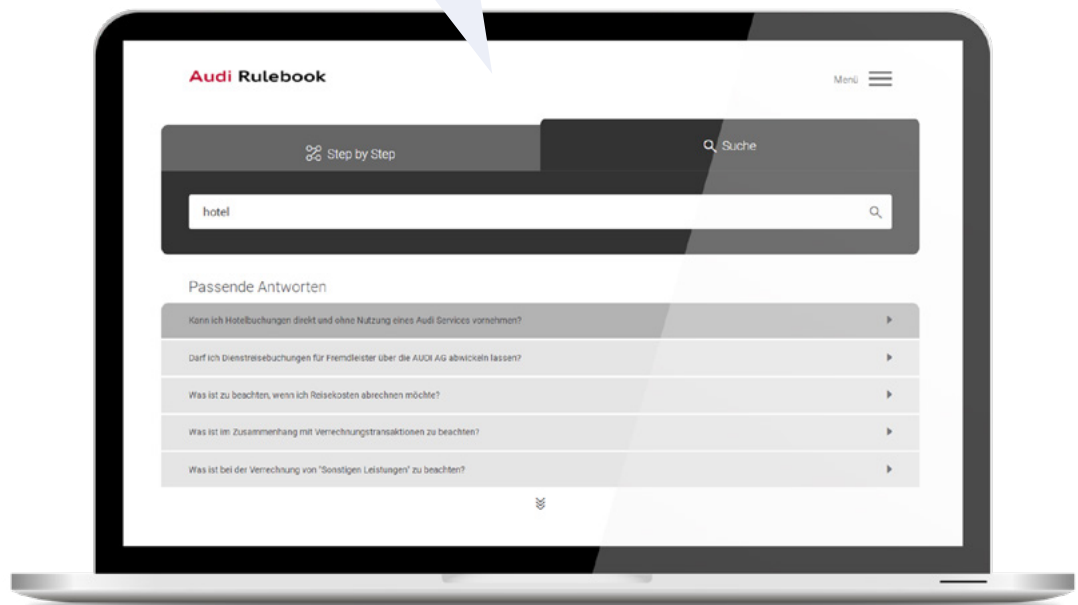
With the help of IRM® technology, all guidelines can now be found digitized in a web app which is application oriented and available at any time. Not only were the approx. 80 guidelines transferred, but over a thousand use cases were created, helping employees receive assistance with specific use cases. These are depicted in the form of question-and-answer combinations, detailing specific rights and obligations about how to act in each respective situation. Particular attention was paid to legally compliant answers. This means that the answers must be clearly comprehensible and not independently devised by the technology itself.

Alongside so-called pull communication, i.e., the topics that employees actively seek out, the Audi Rulebook is ideally suited for push communication. The digitized use cases can be systematically distributed to specific target groups. In addition, the Rulebook offers the possibility of integrating further content besides the guidelines without the need for additional programming. For example, Audi has already integrated related information such as data protection, hospitality or company car use directly into the app.

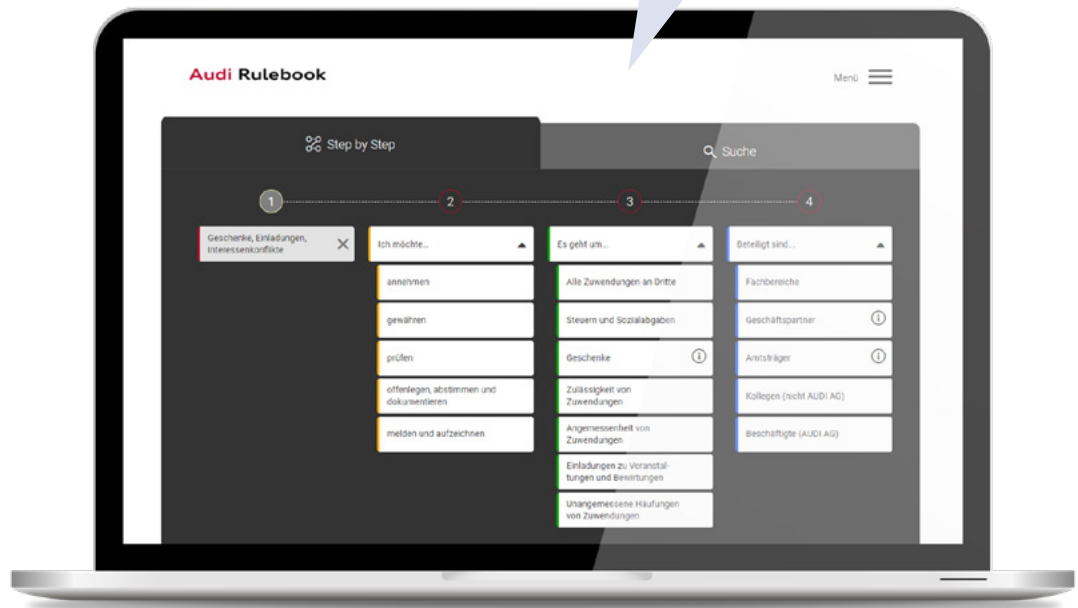


# The Rulebook in practice:

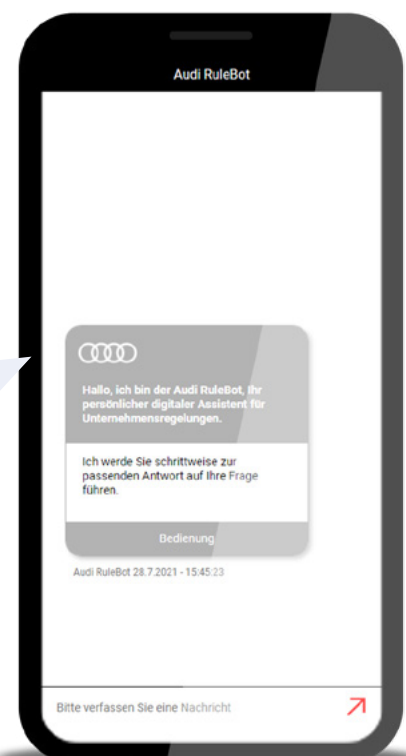
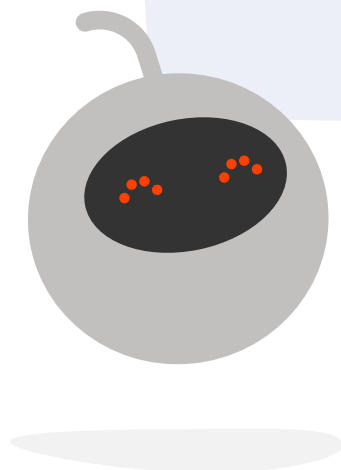
The **semantic free text search** understands employees' questions and guides them to the right recommendation for action.



The guided, **explorative search** supports employees who do not know exactly what they are looking for but know the context. They are guided step by step and intuitively to the right recommendation for action.

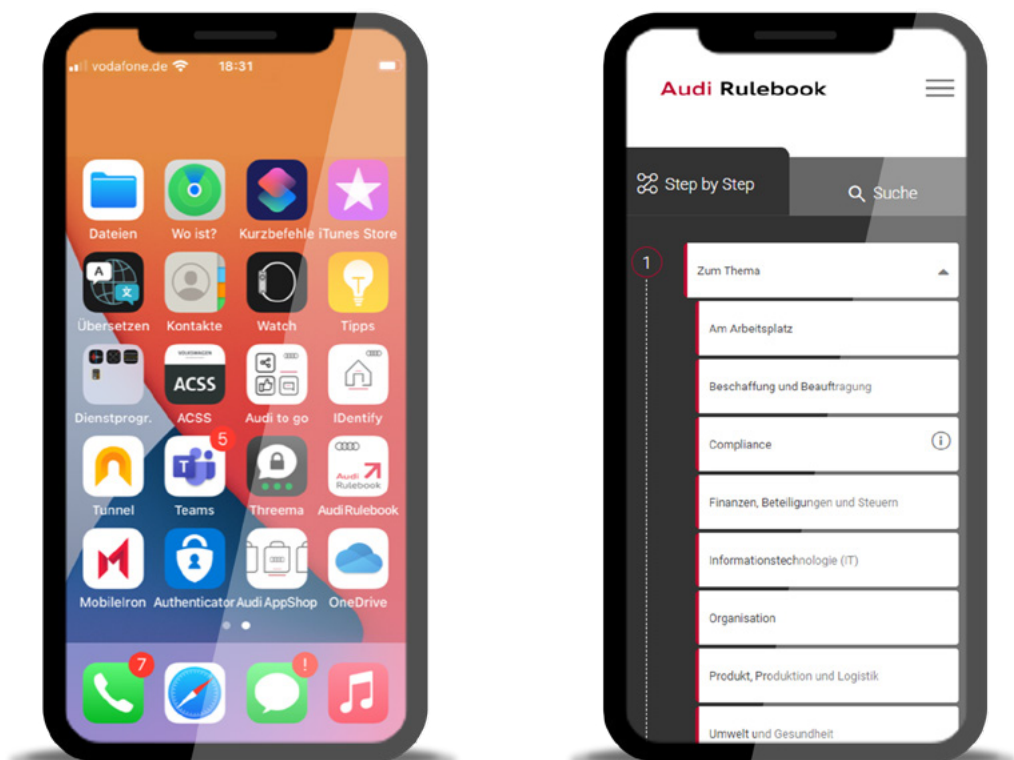


The **Conversational Chatbot** communicates specifically with the user and also provides additional information.



# Building block for a modern corporate culture

Contextual compliance communication at eye level is an integral aspect of AUDI AG's compliance and integrity culture. With a clear classification in the respective work context, the Audi Rulebook creates transparency and certainty of action with regard to regulations. The digital solution allows easy access and quickly enables safe decisions to be made without "a wagging finger". For the Audi Corporate Regulations team it is especially valuable that direct user feedback can be recorded anonymously and systematically. This feedback offers the opportunity of continuous improvement of the guidelines themselves.



# About Audi

The Audi Group with its brands Audi, Ducati and Lamborghini is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 19 locations in 12 countries. Wholly-owned subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A (Sant'Agata Bolognese/Italy) and Ducati Motor Holding S.p.A. (Bologna/Italy).

# About EQS Rulebook

EQS Rulebook digitises corporate guidelines through an innovative linguistic approach and communicates them via the EQS Rulebook Dialogue Platform, ensuring that employees receive practical decision-making support across regulations and in specific cases of application. The competence gained through this approach helps companies and employees act responsibly and in line with corporate values, efficiently minimizing risks. [Learn more.](#)

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