schlütersche

retresco

Case Study

AI-Based Text Processing: How Schlütersche Fachmedien Accelerated Their Content Production by 30%

2 x

faster article editing

30 %

of news articles optimised with the help of AI

Schlütersche Fachmedien, a subsidiary of the Schlütersche Verlagsgesellschaft, offers a diverse portfolio of trade magazines, industry portals, specialist books, events, and eLearning content. With offerings across sectors such as industry, skilled trades, construction, automotive & mobility, and animal health, Schlütersche is a leading provider of practical, specialised information.

As part of its „Schlütersche 2027" corporate strategy, the media group aims to position itself as a digitally-driven, value-focused, and highly efficient content provider. A key element of this strategy is the targeted integration of AI to optimise editorial processes and unlock efficiency gains.

The Challenge

The editorial teams at Schlütersche faced the task of continuously delivering up-to-date, high-quality specialist content to their target audiences without compromising journalistic standards. The aim was to find a highly automated solution that would ease the burden of routine tasks and give editors more time to focus on complex, in-depth reporting. At the same time, the frequency of news updates needed to be increased.

The three main goals for future content production were:

→ **Increased efficiency:** Accelerate content creation and make better use of resources.

→ **Quality journalism:** Ensure continued delivery of accurate, audience-appropriate content.

→ **SEO optimisation:** Improve visibility and reach through search engine-friendly content.

The Solution

Schlütersche chose to implement Retresco's AI Content Assistant (formerly Rewrite), which automates the rewriting, editing, and summarising of texts. The AI Content Assistant is used as an online tool and has been integrated into Schlütersche's existing systems. Editors can generate various edits for entire articles or individual passages based on source texts—enabling efficient and targeted content optimisation. The implementation took place in three steps:

AI-based text editing: efficient and and qualitative content production with the AI Content Assistant:

Phase 1: Analysis & Concept Development

The editorial team first identified the content areas with the greatest potential for automation. Depending on the media brand, industry news makes up 20% to 30% of each title's content. Particularly well-suited to AI-based processing were:

→ News reports based on press releases

→ Product updates for specific niche sectors

→ Social media posts to increase reach

→ SEO-optimised articles using structured keywords

Phase 2: Workflow Integration

Editorial and technical workflows for content creation were initially refined in the industry and skilled trades segments. Based on early insights, Retresco developed editorial guidelines and initial base prompts, which were refined after testing. The Schlütersche teams were structured into two groups: Prompt Engineers who developed the prompts, and Editors who applied, tested, and assessed the AI-assisted text editing in practice. This enabled editors to:

→ Upload source texts such as press releases

→ Generate automated edits for various use cases

→ Create variants for headlines, teasers, and social media

→ Carry out keyword optimisation for targeted SEO

Phase 3: Optimisation & Customisation

Initial tests showed that generic prompts were not sufficient, as tone, audience, and editorial requirements varied widely across different brands. To ensure high-quality and consistent AI-generated text, the following adjustments were made:

→ Customised prompts for each media brand instead of generic prompt templates

→ Targeted training for editorial teams on using the AI effectively

→ Reduced prompt complexity to achieve consistent and precise outputs

A key success factor was positioning the AI Content Assistant internally as a supportive tool. Initially, there was scepticism within the editorial teams about the new AI technology—especially concerning the quality of generated texts and potential changes to editorial roles. Concerns included issues with quotations, content accuracy, and adherence to required text lengths. Through media-specific prompt design—tailored to industry specifics, target groups, and tone—the quality of AI-generated content was significantly improved.

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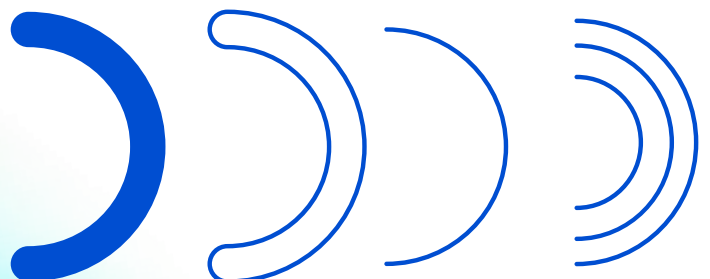
The Result

The use of the AI Content Assistant led to a 30% increase in content production efficiency—while maintaining or even improving quality. The editing time for longer articles was halved from 90 to 45 minutes, allowing editors to produce significantly more content in less time.

In addition, new use cases were unlocked. Today, AI-based text processing ranges from creating social media and event updates to automated error correction and English translation. It also enables the SEO-optimised generation of channel-specific headlines and teaser texts, allowing for platform-specific content distribution.

Overall, Schlütersche's editorial teams now have more time for strategic content planning and the creation of in-depth, value-driven specialist articles—while the AI Content Assistant ensures content quality. By taking over routine tasks, the Assistant has become an integral part of everyday editorial work.

Schlütersche Fachmedien plans to expand its use of the AI Content Assistant even further. Future developments include the automated ingestion of source texts and the automated publishing of generated content.

"AI-based text processing with Retresco has significantly accelerated our content production—without compromising on quality. In fact, output and content quality have both improved. Thanks to this kind of AI automation, we've freed up valuable resources for strategy and expert contributions—a clear win for both our editorial team and our readers."

Marco Weiß
Director Editorial
Schlütersche Verlagsgesellschaft mbH & Co. KG

The successful use of the AI Content Assistant demonstrates how trade publishers can effectively integrate artificial intelligence into editorial workflows to boost both efficiency and quality. Schlütersche Fachmedien has gained a competitive edge — and established the foundation for a future-ready, digital content strategy. The company is well-positioned for 2027 and beyond.

Discover our AI Tools for Media Companies, and Publishers.

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