

# ***MASTERING RAG: BEYOND THE BASIC KNOWLEDGE BASE***

Retrieval-Augmented Generation (RAG) is the difference between an AI that "chats" and an AI that "knows." In high-ticket environments, standard knowledge bases often fail because they lack structured data chunking.

## **THE METADATA LAYER**

To master RAG, you must go beyond uploading a PDF. You need to structure your data with a metadata layer. By tagging specific document sections with variables like "Pricing," "Compliance," or "Service\_Level," your Voiceflow node can prioritize the most relevant information before the LLM even sees it.

## **CHUNKING STRATEGY**

Large chunks of text lead to dilution. We implement a "Parent-Child" chunking strategy: the system retrieves specific details (Child) while maintaining the broader context (Parent). This ensures accuracy without hitting token limits.