



Reimagined Document Set Liberates Tech Firm and Improves Partner Satisfaction

A case study in content transformation

Content Transformation

From a Liability to an Asset

How a content transformation strategy trickles down driving user satisfaction up

People rely heavily on technology, but they also rely heavily on documentation to improve their ability to work with technology. As one enterprise tech company learned, documentation can quickly get out of hand. When faced with excessive, outdated, and unwieldy product documentation, they turned to Innovatia to help them refine their content into concise and relevant documentation that exists within a sustainable content management model.

Executive Summary

An integrated approach to documentation development adds value to customers and the company

Faced with frustrated partners, a large enterprise company turned to Innovatia to help improve the effectiveness, findability, and accessibility of the documentation and information required. Implementing a content strategy based on the user's journey resulted in multiple efficiencies gained and improved the process for creating and maintaining documentation going forward.

The Business Problem

Partner frustrations mounting by outdated and excessive product documentation

A large enterprise organization that supplies unified communications solutions to enterprise MSME partners struggled with its product documentation, which was found outdated and largely unusable by its partners.

Partners were finding it very difficult to search and navigate through detailed documentation. The problem was further compounded by outdated support materials.

As the client tried to solve the problem with more tools, more documentation was created, flooding systems with too much redundant, outdated, and trivial content (ROT) that resulted in the partner being not only frustrated with the support features but with the solution itself.

What should have been an asset to the company had turned into a liability.

Challenges



Excessive Content

In one instance, there were 8000+ pages of content for a single product release



Duplicated & Redundant Content

Technical Writing teams worked in silos, creating similar content multiple times across multiple documents



Legacy Content

A considerable volume of outdated legacy content made search and navigation difficult



Multiple Formats & Tools

Content was created in multiple formats (MS Word and Adobe FrameMaker) and published in multiple output formats (PDF and HTML)



Unsuccessful Attempts

Over many releases, the client tried to fix the problems by using various tools but was unsuccessful. By adding more content, the problem only worsened



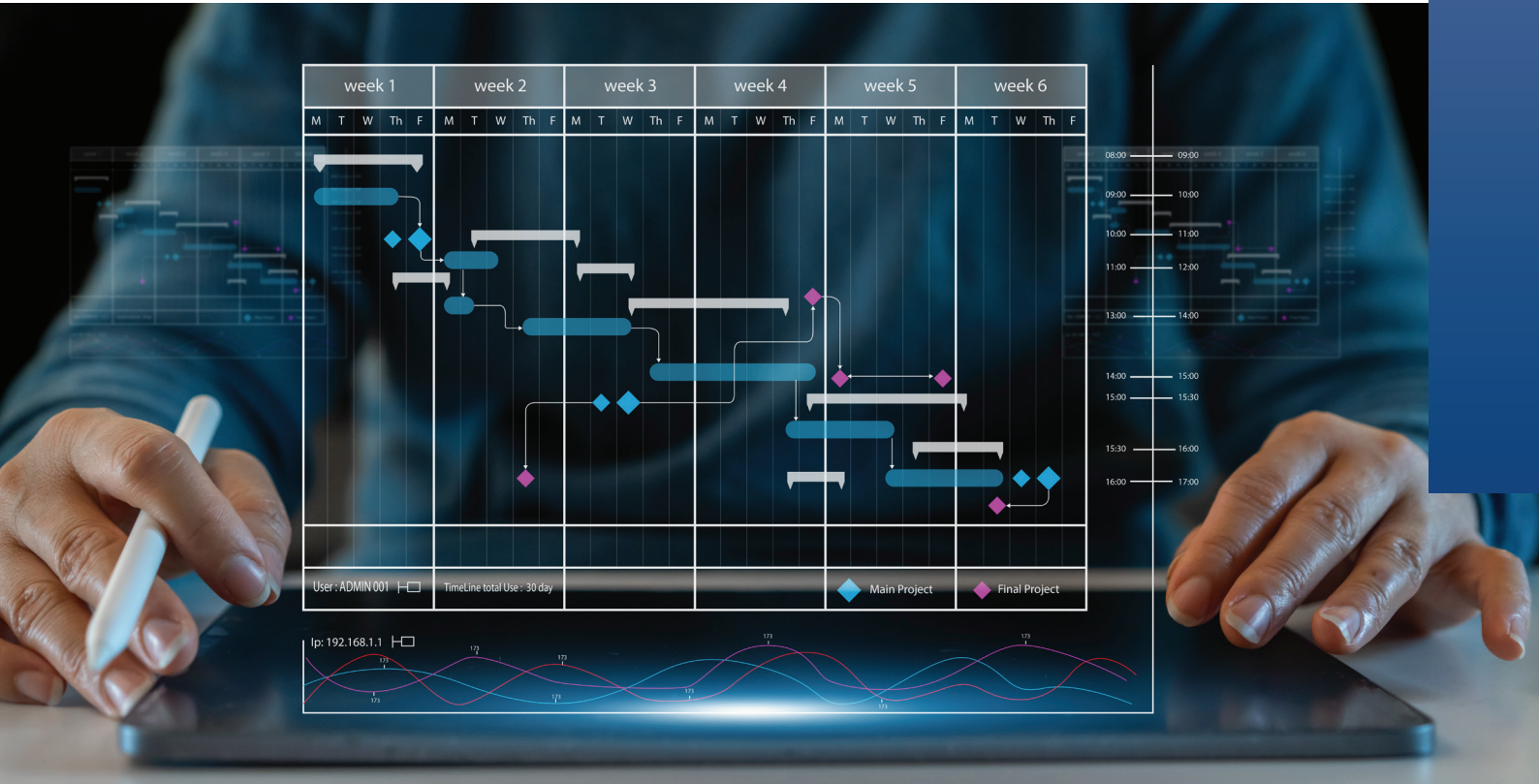
Bad User Experience

The huge volume and haphazard structure of content made it difficult for users to find relevant content on various platforms

Solution: A ‘People-First’ Approach

At Innovatia, we typically start by examining the user’s experience, in this case the partner’s experience. From this perspective we created personas and content models that would inform the actual content restructuring. By focusing on the key tasks users wanted to perform, we reimagined how the content needed to be structured to be efficiently found and effectively delivered.

From there we sifted through the existing content finding areas to reduce and reuse wherever possible. We scaled down the volume of content by eliminating ROT content, improving findability, and building a content structure that made everything easier to find. We were also able to minimize the amount of content that will need to be created and managed. We improved the customers’ experience and the organization’s productivity by suggesting and implementing the right tools that unified the efforts of multiple product teams.



Results and Impact

Within 18 months of implementing our content transformation strategy, the results exceeded our client's expectations. By taking a 'people-first' approach product documentation became clear, concise, easy to find and use for the customer which meant customers can get more value out of the product itself. With a lean, task-based content structure, content addressed the customer's needs and was easier to find.

The XML based DITA framework used for the content transformation ended up **reducing the content to 52% of the original volume**. By reimagining the documentation and using a modular approach to storage and delivery, content could be reused across documents and products. Allowing the compilation of solution-level guides from the component documentation relieved pressure on the client support team further enhancing the business value.


Testimonial

“I definitely like the new format of the documentation. It is really simple and clean. I think customers are familiar enough with products now to not need a detailed description of every single step. It doesn't make sense to repeat all of that in the documentation. Highly appreciated!”



To discuss in more detail, contact us:

Innovatia

 1 Germain St.
Saint John, New Brunswick
Canada - E2L 4V1

 1-800-363-3358

 www.innovatia.net

Innovatia is an end-to-end content solutions provider servicing clients looking to manage and overcome challenges with their content. For more than two decades, our experts have worked closely with client teams to help design, transform, and manage their content with a view to driving business goals through knowledge and content solutions.