



CONTENT TRANSFORMATION

PUTS PRODUCT ROLL-OUT
BACK ON TRACK

A **Fortune 100** company overwhelmed with new SaaS product launch rebounds after a content transformation.

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Pioneer of video conferencing plagued with support tickets prior to content transformation

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01

EXECUTIVE SUMMARY

Pioneer of video conferencing plagued with support tickets prior to content transformation.

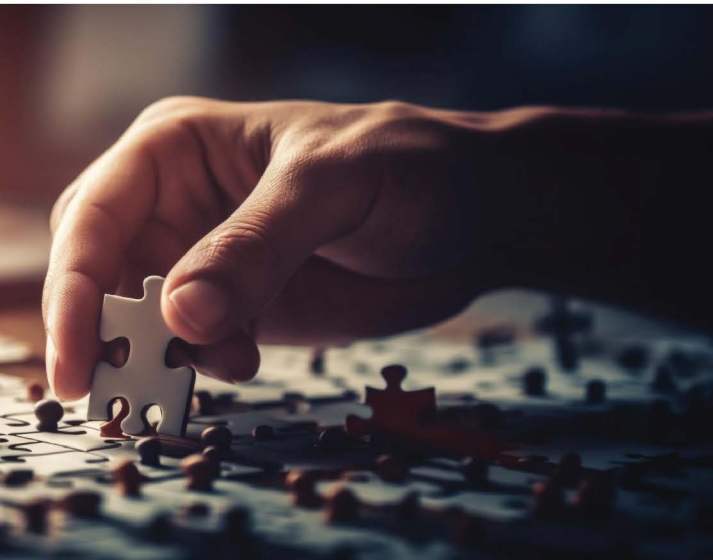


A Fortune 100 software company rolled out a new video conferencing software. At the time, they were one of the first to offer video conferencing for businesses. The new product was plagued with high support costs and low customer satisfaction. Leveraging a content transformation strategy, Innovatia implemented a centralized content hub of product information and user guides that created a support experience that corresponded with the modern experience of the product. Giving users direct access to support information reduced frustration, help desk tickets, and support costs.

02

THE BUSINESS PROBLEM

SaaS roll-out leads to confusion, frustration, and escalating support costs.



Early in the video conferencing era, a Fortune 100 company was one of the first-to-market with a video conferencing product for businesses. Set to revolutionize the way businesses communicate, the initial roll-out was plagued with support tickets. Users could not easily access information regarding the product to troubleshoot themselves and had to rely on technical support for even simple answers.

This escalated support costs and lowered customer satisfaction. Businesses were restricted in their ability to utilize the product effectively. Entire teams were being affected.

The company was desperate to find a way to offer improved support services and reinstate trust in their product and with their clients.

During the go-to-market phase, organizations are primarily focused on adoption, scalability, targeted marketing, and security. A content strategy is not on the top of their list. In this case, the lack of a content strategy led to adoption and stickiness challenges. In the last decade, content has become an integral part of a SaaS product's user experience. The right content guides the users to the right features and exposes the strengths of the platform. Stickiness is further improved by providing a personalized approach in the absence of human interaction.

03

OUR APPROACH

Experienced content teams working effectively alongside client engineering teams.



Innovatia was well positioned to help the company transform its content into useable information that was accessible to anyone who needed it, from end users to support teams. Innovatia has a strong background in the telecommunications and enterprise software sector. This, combined with a deep understanding of software development methodologies, enabled Innovatia to swiftly mobilize teams and effectively communicate with the software engineers while working alongside them.

04

OUR SOLUTION

A centralized content hub integrated into the client's existing infrastructure

Our content transformation solution was designed to maximize the useability and findability of the product's information for anyone looking to troubleshoot or learn more about the product.

By incorporating a centralized hub of product information, the content was made available in a variety of formats beyond PDF, to bring the content to life and make it easier to find, consume, and engage with.



By equipping the centralized hub with API access, the hub was seamlessly integrated with the existing infrastructure, providing a way to exchange and update information within the hub easily. The API also enabled the hub to be “future ready” and scalable.

In addition, to help reduce issues with the product itself, Innovatia adopted an agile approach allowing teams to collect and analyze data on the top issues raised by customers and turn that data into an improved product experience and more robust solution. To ensure long-term success, Innovatia also designed and set up a training program to ensure all current and future team members were knowledgeable in the relevant tools and guidelines for requesting, modifying, and removing shared content components as future versions and updates of the video conferencing software were introduced.

The team tasked with managing the content had a complete system that included content models, templates, style sheets, customizations, metadata, and taxonomy with which to manage and continue to develop and deliver the product's documentation on an on-going basis through upgrades and redesigns.

05

RESULTS AND IMPACT

Mounting concerns become mounting success

As a result of the content transformation, the client had:

- A 25% reduction in support calls
- An easy-to-access centralized hub of all product information
- Process for managing and maintaining product-related content
- Access to contextual information like video and walkthroughs for the users

Today the company has grown to become a leader in collaboration devices with over 36,000 enterprises using their platform, and over 6 million monthly video conferencing participants.



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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.