Suite Solutions
INTELLIGENT CONTENT DELIVERY

BEST PRACTICES:

Make Your Documentation Part of Your Jive™ Community

Jive™ communities allow employees and customers to actively collaborate and engage with each other using social tools. Community members can find the information they need, interact with colleagues and get support via online self-service as well as assisted service. The results speak for themselves:

70% of companies say collaboration tools positively impact employee productivity.

90% of companies report business benefits including outperforming competition and higher revenues.

Source: Jive Software

The verdict is in, and the value of social communities is clear. More and more technical documentation organizations recognize the value of social collaboration and understand the significant role they can potentially play within their organization's communities. With high-quality documentation content added to the community, the community's value can increase exponentially. Community members including employees, customers and prospects gain the ability to interact, share information and collaborate.

With this in mind, Suite Solutions is sharing best practices to help you make the most out of the product documentation your tech pubs department is creating and the Jive™ community your organization is using for collaboration. You are working hard to produce quality documentation. Reap the benefits of these documentation assets and gain improved customer experience, lower support costs and reduced content creation costs.

01 *Community Sharing:*
Make Product Documentation Available to Community Members

Product documentation is an immense asset that your organization has significantly invested in over the years and should be utilized to its fullest. 80% of customers say that authenticity of content is the most influential factor in brand trust. Given this statistic, your technical documentation – the official voice of the company – should be published across all possible customer-facing touchpoints for support, feedback and educational purposes. Since product documentation is consumed by your support organization employees, customers and prospects, it is relevant across multiple touchpoints, including your customer community. Making this content available to community members increases community value, attracts traffic and gives your organization a competitive edge over rival organizations.

02 *Is Your Content Intelligent?*
Optimize Community Documentation for Contextual Access

Ensure that your published documentation can be easily digested by customers who are looking for specific answers to specific questions. Some organizations upload their documentation as PDF books, forcing their customers to download and search through hundreds of pages of a publication just to find the one answer they need. Other organizations implement manual processes of copying and pasting parts of their documentation into the community. This practice often results in low output and lack of a clear context for the viewer. Worse, over time and as new versions of the documentation are released, these static and constant pieces become outdated and are left in the community, potentially confusing and misleading your customers.

Avoid situations like these by embracing the shift to intelligent content. By adopting structured authoring and publishing, organizations are able to simplify technical writing and ease user searching and content consumption. Writing in topic-based formats results in smaller nuggets of content that end users can more easily digest. An added benefit introduced with structured content is the ability to create documentation once and publish it in a format that extends to multiple customer-facing touchpoints, including the customer community. With intelligent content, editing and updating content is easier and end users can receive relevant results across multiple touchpoints. Look for a solution that will allow you to easily and seamlessly publish your documentation to the community and that will keep these documentation assets synchronized with your content management or version control system. Give your community users access to individual topics with smart search capabilities to answer specific questions. Allow them to browse publications and explore more related information on the topics they originally searched for.

03 *Feedback:*
Involve Your SMEs, End Users & Customers

Your community members, whether SMEs or customers, have a wealth of knowledge: take advantage of it. Publish the product documentation you create to your community and make it available to as many end users, SMEs and customers as possible. When intelligent product documentation is available on your Jive™ community, let relevant end users review, share and comment on the content you are creating. Embrace the power of the community by not only allowing users to read the answers they need but by enabling them to interact with your content and provide feedback. When documentation is published to your community, technical experts and SMEs can chime in with relevant feedback that creates concise and clear content. Let your experts share their knowledge and information and allow the entire organization to reap the benefits.

04 *Go Agile:*
Embrace a Process for Intelligent Content

Once the feedback process is implemented, your organization can adopt an agile methodology for publishing, editing and republishing intelligent content. Instead of issuing quarterly or annual updates to documentation assets, your documentation team has access to immediate and frequent feedback from large audiences and can review that feedback, make quick edits and republish to the community and all other customer-facing touchpoints, adopting shorter release cycles. More and more companies are moving to weekly and even nightly cycles, allowing their customers to benefit from a fresh version of the documentation on a daily basis.

05 *Measure Your Impact:*
Understand Your Reach

Measure the effect of documentation on your Jive™ community members and readers. With Jive's Impact Metrics, you can gain a better understanding of the global reach, reception and cost-effectiveness of the content you are publishing. Gain a better understanding of how your audience is reacting to and interacting with your content so that you can better plan future content development. Measuring and tracking important statistics and metrics, such as traffic data and case deflection, is helpful for solidifying your business case.

For more information visit us at: http://suite-sol.com

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