ZOOMIN

The new standard
for product content
experience

Enterprise companies have tons of technical content for using their products. But with so many content types, channels and different groups creating content, finding it is a challenge. In addition to frustrating existing and prospective customers, this makes them lose trust in those enterprise products and leads them to look for alternatives.

Zoomin sets a new standard for how customers experience technical content. Our platform brings together product user guides, support articles, developer documentation and more in one unified place, to match the right answer to the right person at the right time - increasing trust and improving self-service.

More than half of support calls (52-55%) could have been avoided through a better content experience.

Frost & Sullivan, "The State of Self-Service Content Experiences", 2021

Empower better self-service and support
Give customers, employees and reps the fast, personalized answers they need and the modern experience they expect across any channel or touchpoint; increasing self-service and product adoption while reducing support costs.

Supercharge your content operations
Unify any content type from any authoring tool across your organization, structure it so it's easier to navigate, and remove time-consuming, manual publishing processes so you can focus on making content, not copy and pasting it.

Turn content into business insights
Gain greater visibility into the customer journey by surfacing which content is driving success, where customers are getting stuck and new opportunities to improve your content, products and more.

Our Solutions
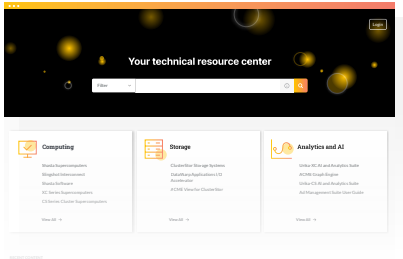
Zoomin Documentation Portal

A branded technical resource center for all your product content.

→ Make it easy for customers to find answers by unifying multiple sources of content into a consistent, easy-to-navigate experience.

→ Deliver personalized information for each customer's unique role, version and use case.

→ Customize the branding, interface and features of your portal easily with little to no need for IT resources.
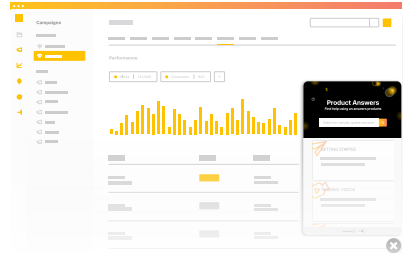
Zoomin In-Product Help

Context-sensitive help right within your web-based product.

→ Increase product usage and adoption by providing answers within your product when and where users need them.

→ Surface documentation from any source directly into widgets within your application.

→ Improve self-service and user experience with contextually-relevant and up-to-date information, without the need to leave your product.
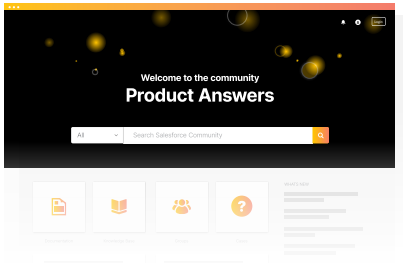
Zoomin for Salesforce

Better customer and rep answers within Salesforce Experience Cloud and Service Cloud.

→ Create a unified content and support destination with your existing Salesforce instance.

→ Increase self-service and reduce avoidable support cases by suggesting related content as a customer is creating a case.

→ Improve rep productivity and resolve cases faster by recommending content without the need to search multiple systems or sources.
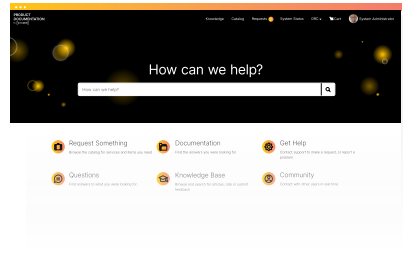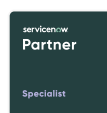

Zoomin for ServiceNow

A one-stop-shop for customer and rep questions within ServiceNow Customer Workflow and Agent Workspace.

→ Seamlessly integrate all your technical documentation into ServiceNow, giving customers one place for product answers and assistance.

→ Reduce support costs and increase satisfaction by giving customers the answers they need before they open a support case.

→ Boost productivity and success metrics by delivering the right content to support reps from anywhere it exists in the organization.

Zoomin is a member of the Salesforce Partner Program for Independent Software Vendors.

Zoomin is a ServiceNow Certified App.

Why global enterprises choose Zoomin

Improve customer experience
Ensure personalized, accurate answers anywhere your customers need them to quickly resolve issues and drive up product adoption.

Increase efficiency & productivity
Eliminate time-consuming and manual content delivery by publishing once and delivering everywhere.

Reduce support costs
Eliminate avoidable support tickets by giving customers, employees and reps the right answer when and where they need it.

Modernize your organization
Minimize the cost and complexity of redundant systems and processes with a consistent, real-time product content delivery platform.

Market leaders choose Zoomin

AVAYA · McAfee™ · NantHealth® · DELL EMC · poly

FORESCOUT · NICE ACTIMIZE · Progress® · NXP

SEISMIC · COMMSCOPE® · DocuSign® · Allscripts®

What's incredible about this project is that it started as a way to help customers self-serve, but it has grown to become an enterprise resource that directly supports the efforts of the marketing, support, community and R&D departments

Rick Teplitz,
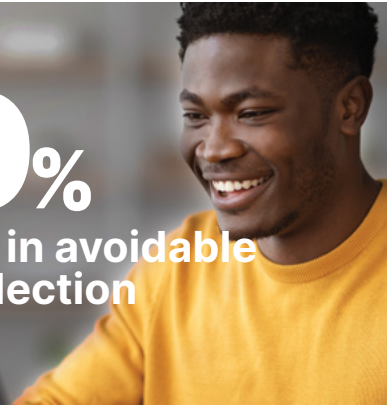Documentation and Project Manager imperva

What can Zoomin do for you?

Adopt

17%
increase in returning users

Deflect

40%
increase in avoidable case deflection

Retain

8%
decrease in churn
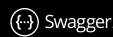
Resolve

69%
decrease in average handle time

SCHEDULE YOUR DEMO TODAY

Connect with us!

Supported Content Formats & Tools

‹dita›   WORDPRESS   Author it   XMetaL   Office   paligo   madcap FLARE

Swagger   SPHINX   Confluence   ‹oXygen/› XML Editor   M↓   PDF   RH   Google Docs   Fm   S

Platform Integrations

salesforce   servicenow   zendesk   GitHub   GitLab   Lithium   Jira