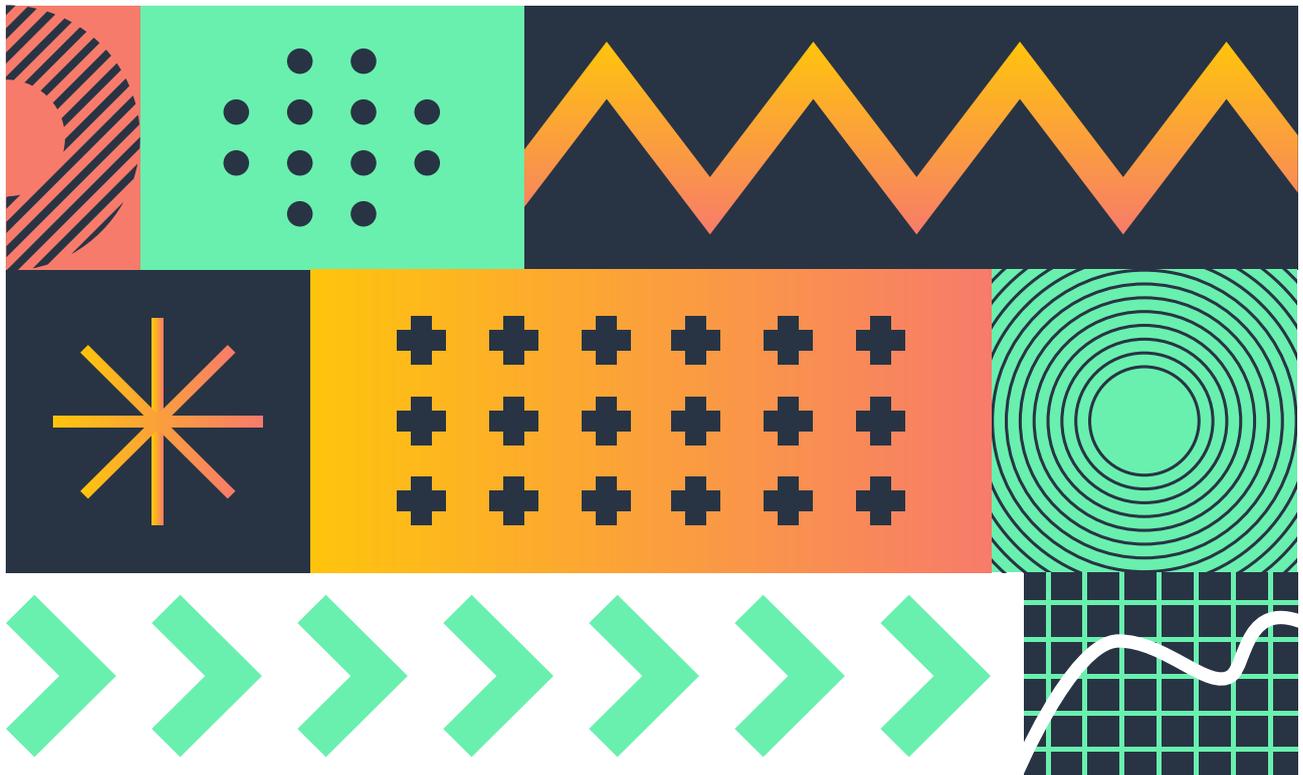


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EXECUTIVE BRIEF

# Why customer experience needs to care about technical content



Technical product content and customer experience may seem to be as far removed from one another as two topics or departments can be. However, given the importance of product content to both the buyer journey and the sheer volume of traffic going to those sources, customer experience professionals would be missing a large portion of their audience if they didn't maintain at least some awareness of this topic.

In this brief we're going to expand on why customer experience leaders and functions in enterprise or enterprise-focused organizations need to incorporate technical product content into their strategies for both pre and post-sale customer journeys.

## Connection between experience and product content

### The traffic doesn't lie

Between marketing, digital strategy and customer experience functions, a lot of time and effort is focused on ensuring customers can not only find you via digital channels, but also engage in a way that conveys value. These destinations could include a slick company website with interactive capabilities that customers and prospects find via search engines, paid social promotions, paid search or other means.

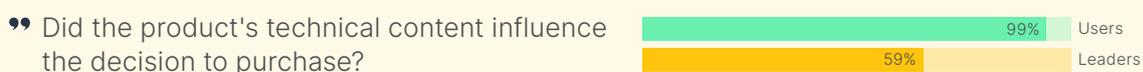
However, based on an analysis of Zoomin's enterprise customer base, roughly 70% of their web traffic is for technical product documentation and related content. Keep in mind, there is little to no paid aspect to generate this traffic and any audience gained because search engine optimization (SEO) is merely because the content itself is rich with the terms that users use.

### Content is the only constant throughout the customer journey

In 2021, Zoomin worked with analyst firm Frost & Sullivan to understand the level of impact content had on the customer's ability to self-serve. What that study revealed was that content remained critical to both prospects and existing users.

While most organizations would presume that only existing users were utilizing technical product content, **99% of respondents in the Frost and Sullivan survey stated they looked at technical content as part of the pre-purchase experience.**

#### Almost all B2B respondents said technical content influenced the purchase decision



If you haven't looked at your technical content in a while - now might be a good time to start. Because the prospects you want to visit your intricately designed marketing sites and interactive experiences are actually jumping right into the long documents you may never have read.

## A customer experience blind spot

### Inconsistent experiences caused by internal groups

One of the main concerns with the fact that more of your prospect and customer traffic is going to documentation, is that this area is traditionally outside the scope of "customer experience". The result is a lack of consistency with those channels you do control, especially since "documentation" can live not only in technical resource centers and documentation portals but also in community forums, support knowledge bases and developer forums.

Part of the reason for this inconsistency is that each of these touchpoints have a distinct goal, and the content housed there is designed specifically to achieve that goal. But to a customer looking for an answer, it isn't readily apparent that what they're looking for is in a support knowledge base instead of the product documentation portal. Customers don't care about your internal divisions or structure - they just want their answers fast.

### Gap between the enterprise and consumer experiences

It's no surprise that customer expectations are rising. What is surprising is how much the experience bar has been raised by the consumer industry and how far behind most enterprise businesses are at delivering easy, personalized, frictionless experiences.

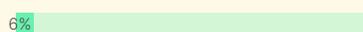
The most telling measure of this is the ability to self serve. Consumer products are designed to have little to no interaction between consumers and support agents. It's only when something has gone wrong that there is ever human-to-human contact. For example, have you ever needed to call Google because your email was slow or you expected more from your search results? No! The idea itself seems ridiculous!

**Based on the Frost & Sullivan report "The state of self-service content experiences" - there is a significant gap between what they expect to be able to do and reality.**

**81%** B2B customers that prefer to self service instead of calling support

**Experience gap**

**6%** Find what their looking for in their first search



Contrast that with the enterprise user experience. Based on the recent Frost & Sullivan research, 81% of B2B users want to self-serve instead of calling support, however only 6% are successful at finding what they need in their first search.

### **If you're not measuring the experience, you can't improve it**

The nature of enterprise and B2B products makes them more capable, but also more complex than consumer products and services. But that's not the entire reason for this gap. There's also a lack of visibility across the customer experience because of the divisions mentioned above - that customers don't have one place to find information, and businesses don't have a centralized way of understanding their behavior in all these distinct channels.

### **How understanding content can bridge the CX gap**

#### **Help customers get more value of their experiences**

The first step in trying to improve the customer experience inclusive of technical and product content is to bring together the information that lives in all these disconnected touchpoints to give customers one place to find the information they need.

This isn't to say that the idea of having multiple channels should go away; instead, think of it like having a single source of truth that can be accessed from whichever channel the customer chooses. This was the central idea behind omnichannel experiences, but between overuse and occasional misuse, this concept lost its meaning.

Omnichannel is not what customers may be asking for, but it's still what they want - consistent experiences and information wherever they interact with your brand.



Implementing Zoomin allowed us to save time and focus on what would **drive value for our customers**. Now we have a streamlined process that saves numerous hours of production time. We have boosted productivity and elevated the **customer experience**.



**Jill Wallace**  
VP Content Strategy & Development



## Delivering better self service reduces customer friction and support costs

Once content is centralized, the next step is making it accessible. Many organizations have tried to do this through search, but given that only 6% of customers find what they're looking for via search, it is far from a perfect solution.

One of the main flaws of search is that it relies on the customer to know the most relevant terms for the specific answer they need, which has the same issue of having information in multiple locations, namely that customers need to learn your internal language to find what they need.

By structuring not only your content, but also the way you want customers to consume that content, you remove this need for understanding internal terminology and instead curate a set of knowledge experiences that are more relevant to them at a given time.



Ensuring our customers have access to the **right answer the first time** wherever they interact with Zerto is a key component of **delivering proactive service**. This allows us to focus on strategic alignment with customers and expanding their utilization of Zerto.



**Bob McGinness**  
SVP Customer Success **Zerto**

## Create better experiences based on better information

With regulatory and privacy concerns, gathering and analyzing customer data has become harder and harder for enterprise companies to achieve. However, a great place to start is understanding the simple attributes that customers are giving you today, that you are likely not capturing.

With your centralized, intuitive content experience, you have a holistic view into all attributes of customer engagement with your technical and product documentation. This can provide basic data like which information is getting the most engagement, but it can also go a level deeper and tell you where you need to direct your investments. Are there customers looking for content in languages you don't currently have or are you spending money on translations unnecessarily? What types of users and functions are looking for your content? Are they existing customers or doing research for future purchases? Are they searching for terms that your competitors use or searching for content that you don't currently have?

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The portal has surpassed our corporate site as the **number one driver of traffic**, and gives marketing **increased opportunities for interaction, engagement, promotion, upselling and cross-selling.**



**Abbas Faiq**  
Chief Information Officer **imperva**

All these insights would take months of focus groups and user testing to expose. But they are readily available by looking at your content as a critical piece of your customer experience strategy.

### **Content is the experience**

Higher customer expectations mean the entire organization is a part of the customer experience. But content plays a unique role that both underpins the customer journey and drives customers down their adoption path. By optimizing the way customers experience your existing technical content, you can create a win-win that reinforces their confidence in your product as well as gives you greater visibility and lower support costs.