

How Xandr designs customer-centric product content experiences amidst rapid growth

Xandr achieved



Decreased time to publish in-product help content by 75%



Doubled the frequency of publishing in-product help content



Consolidated product content from nine platforms into one



Improved discoverability through search and filter capabilities

Challenge

Xandr is a data-enabled technology platform powering a global marketplace for premium advertising

Given its position as a leader in the dynamic and fast paced world of advertising technology, Xandr is no stranger to the concept of continuous improvement and innovation as being key to exceptional customer experiences, product adoption, growth and competitive advantage. It is no surprise then that when faced with corporate acquisitions and rapid growth in its product portfolio, the Technical Communication team knew they needed to evolve their content management strategy for Xandr's growing library of product and technical content.



Company Name
Xandr

Industry
Digital Advertising and Analytics

Headquarters
New York City

Company Size
1200+ employees

Products

**Zoomin Docs Portal • Zoomin In-Product Help
Zoomin for Salesforce**



The idea of not having to worry about where it [product and technical information] comes from and having it all housed in a single source of truth, feeling like it represents one company at the end of the day, was the goal.

John Wallin, Director, Technical Communication at Xandr

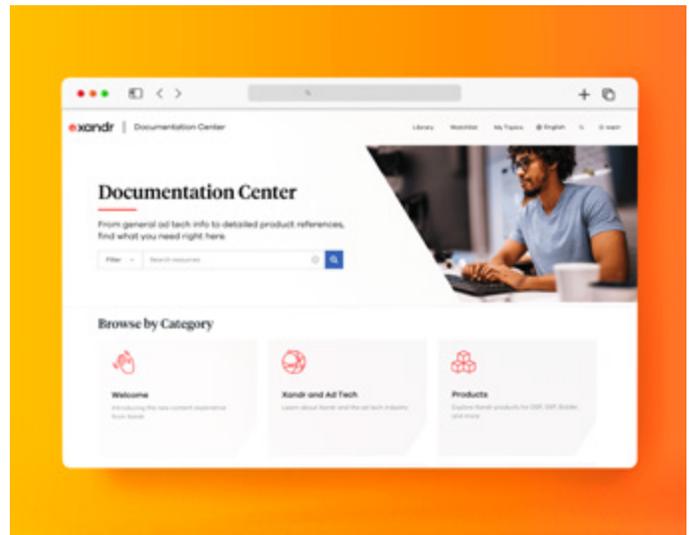
Opportunities to evolve and unify product content experiences

Content historically had been authored and housed in a variety of platforms, with a legacy wiki serving as a key source of product and technical information for customers and support agents. A homegrown product help solution also served as a stand-alone point of reference for self-service questions. Further complexity existed in the form of an outdated Knowledge Base available in a separate customer support portal, making it challenging for customers to navigate to the right place for the right answer. Given these challenges, Xandr saw an opportunity to not only streamline and modernize their product content experience for customers, but also improve how their teams published and managed content at speed and scale.

Solution and Outcomes

One-stop-shop for product and technical content

Leveraging Zoomin's Docs Portal, Xandr consolidated nine touchpoints and platforms into one resource center, allowing customers and support agents to access the entire library of content in one place, accounting for individual user preferences and with smarter and more dynamic search and navigation capabilities. The modernized, sleek and fully branded resource center unified content from across a variety of different products under the umbrella of one Xandr brand, giving customers a feeling of consistency regardless of the product or feature they were researching.



Consistent and engaging product content experiences across the entire customer journey

Given Xandr's commitment to designing a truly customer centric content management strategy, it became clear that content available in the new resource center needed to be extended to other channels where customers seek and consume this type of information. To support those customers that prefer to leverage Xandr's Salesforce Community as their touchpoint for information, engagement and support, Zoomin for Salesforce was deployed to ensure that those in the community had the same access and content search capabilities that they would find in the resource center, without having to sacrifice access to information or experience. Xandr also deployed Zoomin's In-Product Help solution to embed that comprehensive content library into Xandr's products, allowing customers to self-serve their way through tasks without ever needing to leave the product itself, thus reducing the time to get their questions answered and complete tasks.



There's been a huge improvement in terms of content discoverability and the entire self-help experience, plus the site has a much nicer look and feel.

Jean Stemp, Staff Technical Writer / Lead Content Architect at Xandr

Foundation for teams to work better, faster and smarter

Prior to implementing Zoomin, the process of publishing and maintaining content was fairly time consuming, leaving technical writers, product management teams and software engineers feeling outpaced by the business' growth. Many updates to content could only happen once a week and could take more than half a day on average to ensure publishing was completed, with accuracy, across a variety of different platforms and systems. With Zoomin, the team at Xandr now has a solution at their fingertips that allows for automated, "one click" publishing across a variety of different touchpoints, ensuring that content is refreshed and reflected in real time to customers.



To update our in-product documentation with Zoomin we just run it through a pipeline and say, "update this." Previously, we were using an in-house git-based solution and had to go through a full engineering build process, which was time consuming and difficult to troubleshoot.

Jean Stemp, Staff Technical Writer / Lead Content Architect at Xandr

Zoomin has helped raise the profile and the importance of documentation in the company. I think people are now more aware that complete and accurate documentation are essential parts of delivering a complete software solution.

John Wallin, Director, Technical Communication at Xandr

About Zoomin

Zoomin helps customers find the product answers they need while empowering support agents to deliver fast, relevant and efficient support. Zoomin's intelligent platform ingests all of your technical content, from manuals to API docs to support articles, and delivers it as a unified source of personalized Product Answers, wherever your customers are looking: in your documentation site, service cloud, community, or right inside your product. To learn more, visit us at www.zoominsoftware.com