SUCCESS STORY

How a Global Financial Company Turned Its Documentation Into a **Superior Content Experience**

[ZOOMIN]

SUMMARY

After years of maintaining three separate documentation sites, the company realized that these legacy sites and their outdated UX were making it difficult for customers, partners and employees to find the answers they needed. So the company made it their mission to provide a unified and intuitive knowledge experience for their millions of users across the globe.

By partnering with Zoomin, they were able to eliminate information silos, provide greater access to consistent and up-to-date technical content, and dramatically scale their content operations.

About the Company

This publicly traded company provides digital solutions for processing payments between merchants and the card-issuing banks of customers. It handles over 70 billion transactions per year.

Industry: **Financial Services**

Employees: **13,000+**

Cardholders: **900+ million**

KEY SUCCESSES

Created a sophisticated, personalized and effortless content experience

Consolidated 3 different legacy sites into one unified technical resource center

Reduced costs related to content management and IT maintenance

THE CHALLENGE

The company's documentation had been published in PDFs and dispersed across three poorly maintained websites with outdated user interfaces. This made it difficult to maintain that documentation and deliver critical information to partners, employees and customers.

Siloed content

Having three separate sites made it impossible to provide a unified and comprehensive source of information. Without knowing exactly where to look for answers, users needed to search separately across different sites – a frustrating and time-consuming experience.

Poor user experience

Since answers were buried within static and lengthy PDFs, users had to search through reams of irrelevant and often outdated information to find what they needed. And since the documentation was unstructured – lacking a taxonomy, metadata and navigational features – locating the right content required a high degree of effort.

Inability to scale content operations

The company had to republish PDFs manually for every product update, which limited opportunities for content reuse and made it difficult to ensure users were getting the most up-to-date content. And since the three websites were maintained on-premise, substantial IT resources had to be allocated whenever the sites experienced issues or required modifications.

> *Customers were being forced to dig through content just to find out if it was even relevant. So at the start of this project, we set out to ensure they get closer to their information needs in 5 seconds in less.*
>
> **Tech Solutions Product Owner**

THE SOLUTION

After evaluating a variety of potential solutions, the company identified Zoomin as the right platform to help them deliver an improved customer experience. Together, they launched a modern and highly secure Technical Resource Center that unified all of the company's documentation and personalized the knowledge experience.

Here's how the company used Zoomin to overcome their challenges:

- ✅ **Phasing out of static PDFs** by transitioning to rich, structured HTML content

- ✅ **Centralization of content** for their extensive range of products and services

- ✅ **Taxonomy-backed search and filtering** to make it easier to find relevant answers

- ✅ **Personalized results and recommendations** based on user profile, preferences and more

- ✅ **Dynamic content sections** to help users discover timely and relevant information

- ✅ **Analytical insights** into content performance and user engagement, as well as user feedback

RESULTS

Today, the company delivers tens of thousands of pages of content through Zoomin. Their customers, partners and employees now enjoy a sophisticated user experience that provides easy and intuitive access to consistent and up-to-date technical content, all in one place.

At the same time, the company has streamlined their content processes – leading to significant productivity gains, reduced publication time, increased content reuse, and greater ability to keep content up to date.

Through their Zoomin-powered platform, the company achieved several important milestones:

- ✅ **Consolidation of three content silos** into a single, user-friendly technical resource center

- ✅ **Powerful search and filtering** capabilities that make it easier for people to find answers

- ✅ **Zero dependence on internal IT resources** thanks to a secure, native cloud-based solution

- ✅ **Reduced content-maintenance costs** and many hours saved in production time

- ✅ **In-depth content analytics** so the company can continually refine their content strategy

> *After the project went live, customers were reaching out to thank us for making it so much easier to navigate and find the information they need.*
>
> **Tech Solutions Product Owner**
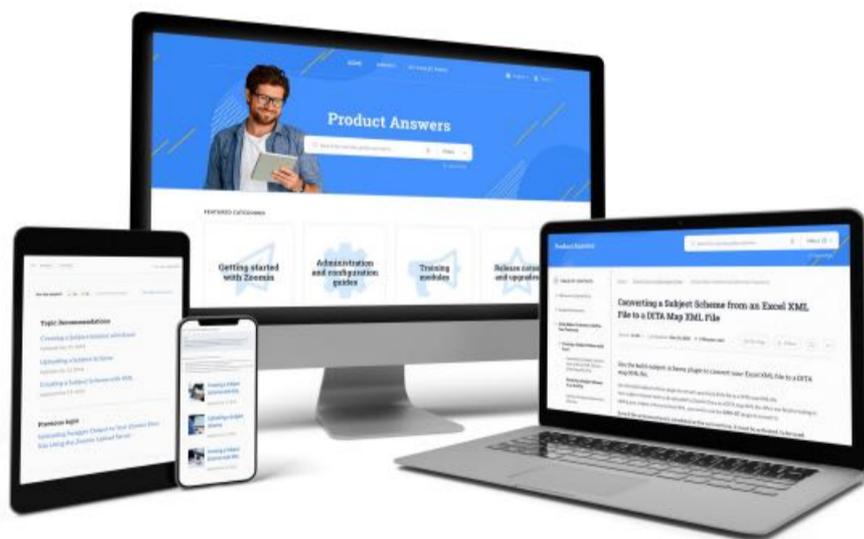
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