

The league of extraordinary tech comms presents:

**Zoomin's  
team of  
superheroes  
presents:  
a world class  
content  
experience!**

**Like a true superhero, your technical content can be a game changer in creating the perfect customer experience, for both existing and prospective customers. Zoomin's team of superheroes is here to help you make your work shine!**

Did you know that almost half of tech doc users view the experience of searching for relevant technical content as challenging? In many of these cases, the frustrating content experience is not actually caused by lack of information - it's the poor experience finding and accessing it.

By making sure customers can find the right content, at the right time and in the right channel, you can drive great communication throughout their customer journey – whether they're researching your product, learning how to use it, or looking for a solution to a problem.

However, many organizations rely on siloed sites, unpersonalized experiences and even sometimes massive PDFs as their primary vehicle for product answers. These kinds of resources are often hard to locate, hard to navigate, or out-of-date – and sometimes, all three. This condemns customers to high-effort, frustrating and inefficient self-service experiences, and your content to stay in the shadows.

The best content experience empowers customers to self-serve, drives product adoption, and increases the ROI of your valuable product content.

**Zoomin's superheroes are here to offer the keys to unlocking a world-class content experience!**

# Unification Ranger



# Unification Ranger presents

Efficiency is both a noun and a superpower. Unification Ranger gives users unified and consistent access to all of your organization's technical content, across channels, no matter which team created it.

## Unified search

Our recent poll of technical communicators and support professionals, revealed how wide is the disparity of product knowledge inside companies' documentation portals. 40% reported that 6 or more teams create content within their company. A further 20% reported having 4 or 5 teams creating content. As many organizations grow or their products become more complex, different teams tend to use different authoring tools, and create content in different formats, which they then publish in different places.

Unified search allows you to consolidate all of your content – from installation guides to API docs to support articles – so customers and employees can seek answers simultaneously across multiple sources. This unified experience allows users to go to one location to find everything inside their entire organization. With this system in place, end users can find the content they need to do their job in an effective and efficient manner.

## Consistency across channels:

- ★ Once your company's knowledge is consolidated, you should provide convenient access to it wherever your customers are.
- ★ Delivering different content within your product, support or documentation sites creates a confusing and siloed experience that puts the onus on the user to know where they should be looking for information.
- ★ Delivering consistent answers across your product interface, documentation site, community, and service portal minimizes customers' need to look elsewhere – and fosters deeper and more successful engagement with your brand.

# Professor Personalization

HOW  
CAN I  
HELP?



# Professor Personalization presents

Professor Personalization's superpower is to give customers the most relevant content and recommendations, based on their profile, preferences, product version and past activity.

## Personalization

Personalizing the delivery of product content enables you to provide targeted information so people can find relevant answers more effortlessly.

Let's say a customer is in your documentation portal. You could easily present them with topic and video recommendations based on their profile and past behavior. But although this level of personalization is so central to our social media and e-commerce experiences, many organizations fail to provide such recommendations within their highly sought-after product content.

Personalization is key to creating superior content experiences, and has been shown to improve user engagement, conversion rates and overall customer satisfaction.

Equipped with the right data, you can:

- ✦ Create personalized workflows for employee onboarding and training, based on their job role or assignment
- ✦ Personalize search results to prioritize the most relevant content right where they are
- ✦ Create personalized workflows for customers based on their subscription, product version and more
- ✦ Present upsell and cross-sell opportunities when relevant

## Content within context :

As any superhero knows, the quest for the right answer is never a linear process. Nor is the process of gathering information. If customers can only go forwards and backwards through your content – for example, searching through lengthy PDFs or static web content – they become stuck in a sort of “information tunnel”.

But what happens when that tunnel doesn't contain all the information they need? Or the information they need is in a different tunnel altogether? To help users find answers intuitively and discover related content, information must appear in context and adhere to a consistent look, feel and navigation.

Customers should know how the content they're looking at fits into the bigger picture, and how to get wherever they need to be.

Let your documentation portal become their go-to platform and display the essential components which will transform a static web article into a dynamic content experience:

- ✦ A table of contents that establishes content hierarchy and, along with hyperlinks, allows users to navigate documentation freely.
- ✦ An ability to instantly modify the language and product version.
- ✦ An option to save the topic for later, follow it for updates, contribute feedback, and more.
- ✦ A "breadcrumb trail" showing the user's location within the portal.



# Taxonomy Man

## **Taxonomy Man presents**

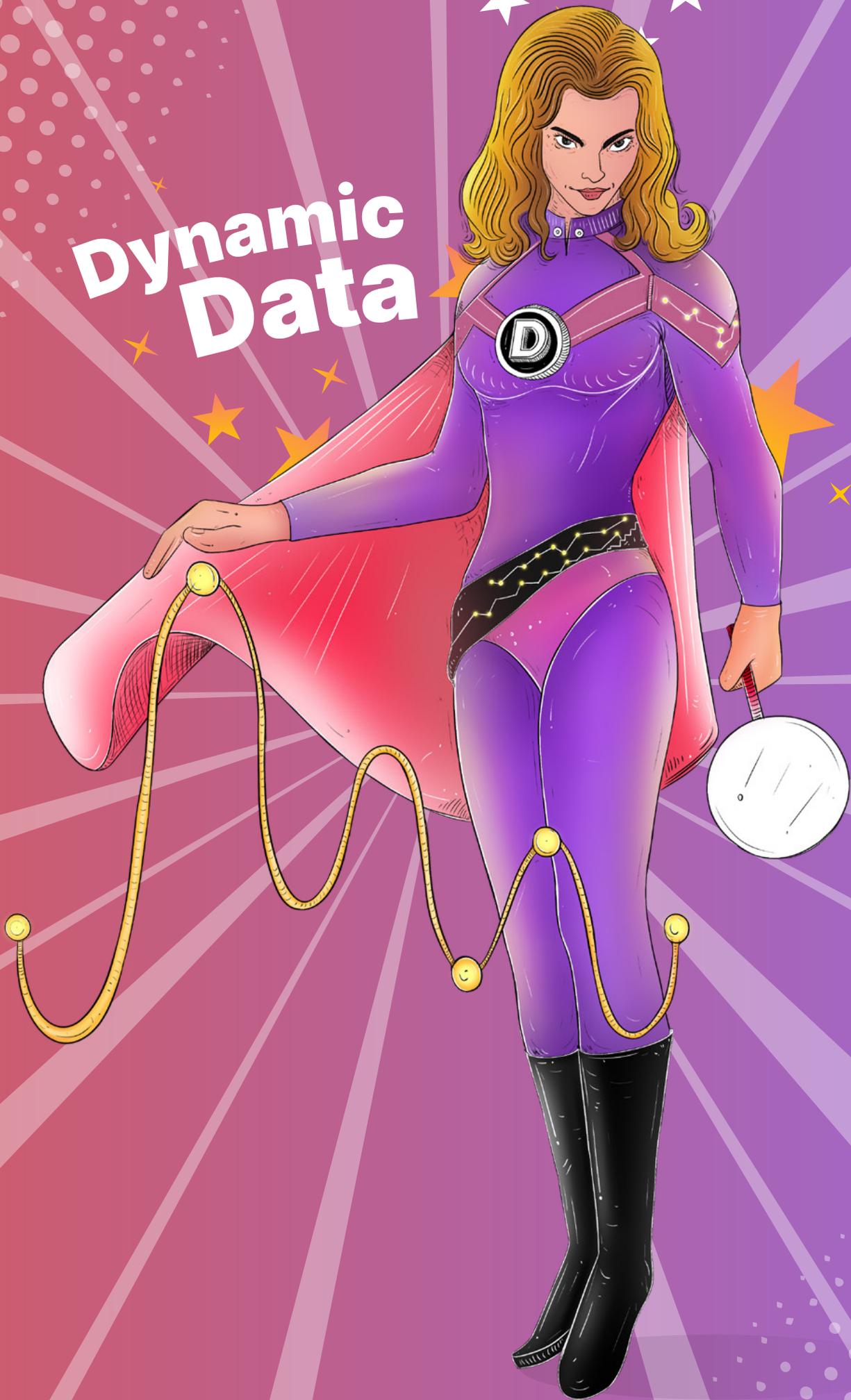
Taxonomy Man is a super-sorter! By structuring your content and applying a unified taxonomy, Taxonomy Man can ensure that the content you worked so hard to create finds the people who need it. Don't wait to be found. Taxonomy Man's superpowers are sorting knowledge and anticipating the questions!

### **Proactive recommendations**

A truly effortless self-service experience anticipates customer needs and tries to resolve issues as they arise – if not sooner. Based on user attributes like job role, product version or geolocation, you can guide customers with contextually relevant recommendations at key moments in their journey.

A great content experience will automatically suggest relevant content, as the customer starts typing in their issue. Just-in-time content delivery has a dramatic impact on case deflection, saving customers the headache of reaching out to live support, and saving your support team the cost of handling a case that could easily be resolved through existing content.

# Dynamic Data



# Dynamic Data presents

Dr. Data has the power to know all! She finds unprecedented, detailed data insights into how your content is performing so you can strategically prioritize your investments and resources.

## Actionable analysis

If product content is the engine that drives your digital transformation, data is the fuel that gets you to your destination.

Gathering meaningful data around your content can help you identify and solve existing problems, unlock new opportunities, and drive better decision-making. For example, common search terms that fail to garner results within a documentation portal, indicate that the company is lacking content around certain topics, or that users are simply struggling to find it. Are your users searching for “product guide” when they should really be looking for a “user manual?”

Based on analytics like these, you can implement a data-driven strategy that’s focused on creating new content that customers find valuable, and on making adjustments that ensure they always find the answers they need.

Using actionable analytics within pre-configured dashboards you can:

- ✦ Identify areas of product friction, as well as potential churn risks, via trending and popular search terms
- ✦ Discover which answers customers are struggling to find, and identify content gaps, via frequent searches yielding no results
- ✦ Locate outdated, inaccurate or unhelpful content via content-aging metrics, low ratings and poor feedback
- ✦ Understand user personas by identifying the locales and companies of users, and what they’re interested in.

# Empower your customers to be their own self-service superheroes

Consumers have become accustomed to seamless digital experiences. And they expect no less from your product. Failure to meet these customer expectations puts your company at a competitive disadvantage – and moves your content to the backstage.

Now that the need for improved content experiences is clear, what's not always clear is how to bring that vision to life. But to forward-thinking companies, the answer is quite clear: to empower customers and improve their digital experience by better leveraging your existing product content. And fortunately, this can be done without committing to long-lasting, high-effort and costly projects.

By incorporating the previous six elements into your digital product and content strategy, you will:

- ✦ Improve self-service, boosting case deflection and reducing support costs
- ✦ Streamline product adoption and foster long-term engagement
- ✦ Surface relevant content quickly so agents can provide more effective support
- ✦ Create a better customer experience, driving greater satisfaction and loyalty
- ✦ Gather data to optimize the customer journey and drive revenue opportunities
- ✦ Provide employees with better access to content so they can be more productive

**Empower customers to use your product to their greatest potential with intuitive product answers wherever they need them!**

**Zoomin's team of superheroes is right with you!**