Suite Solutions
INTELLIGENT CONTENT DELIVERY

Empowering Customer Support with your DITA Documentation

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DITA Europe 2015

Touchpoints | The Customer Experience

Where do our customers interact with us?

Website

Customer Service

Mobile App

Social Media

Touchpoints | The Customer Experience

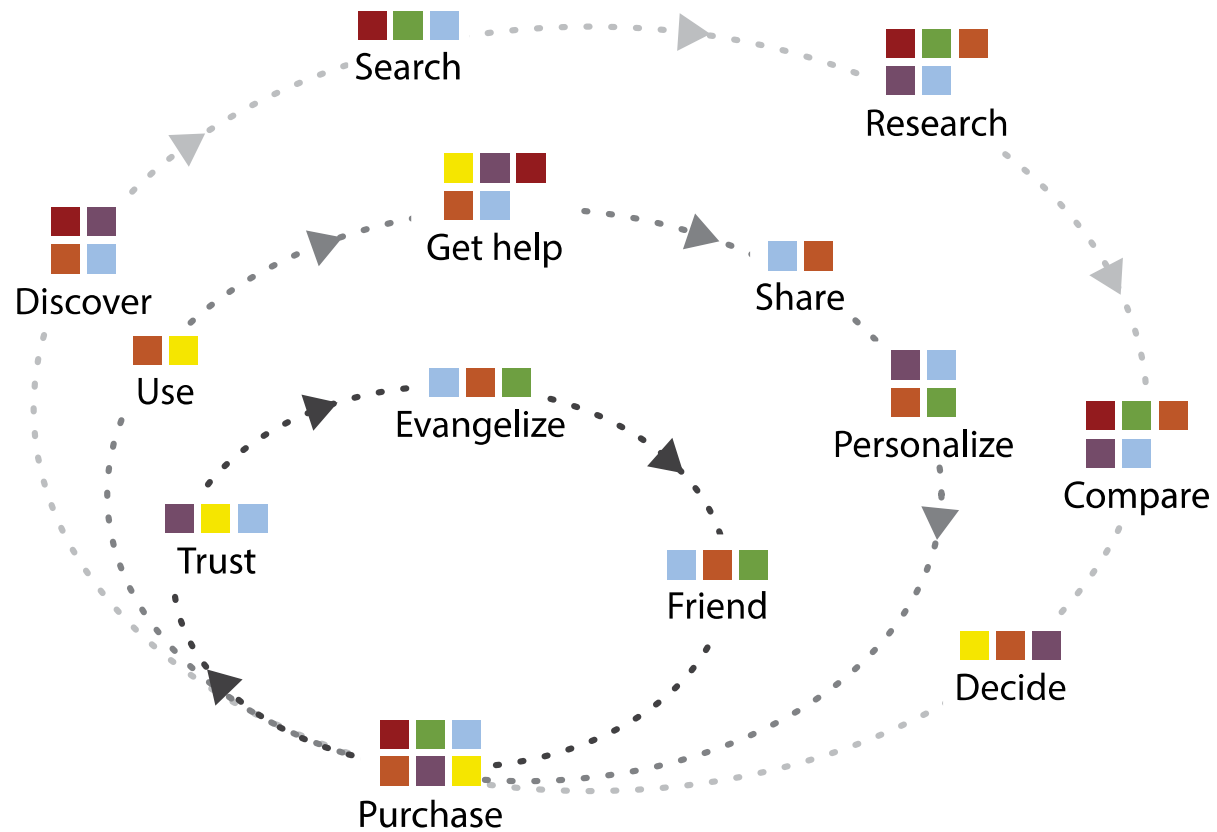## What is a touchpoint?

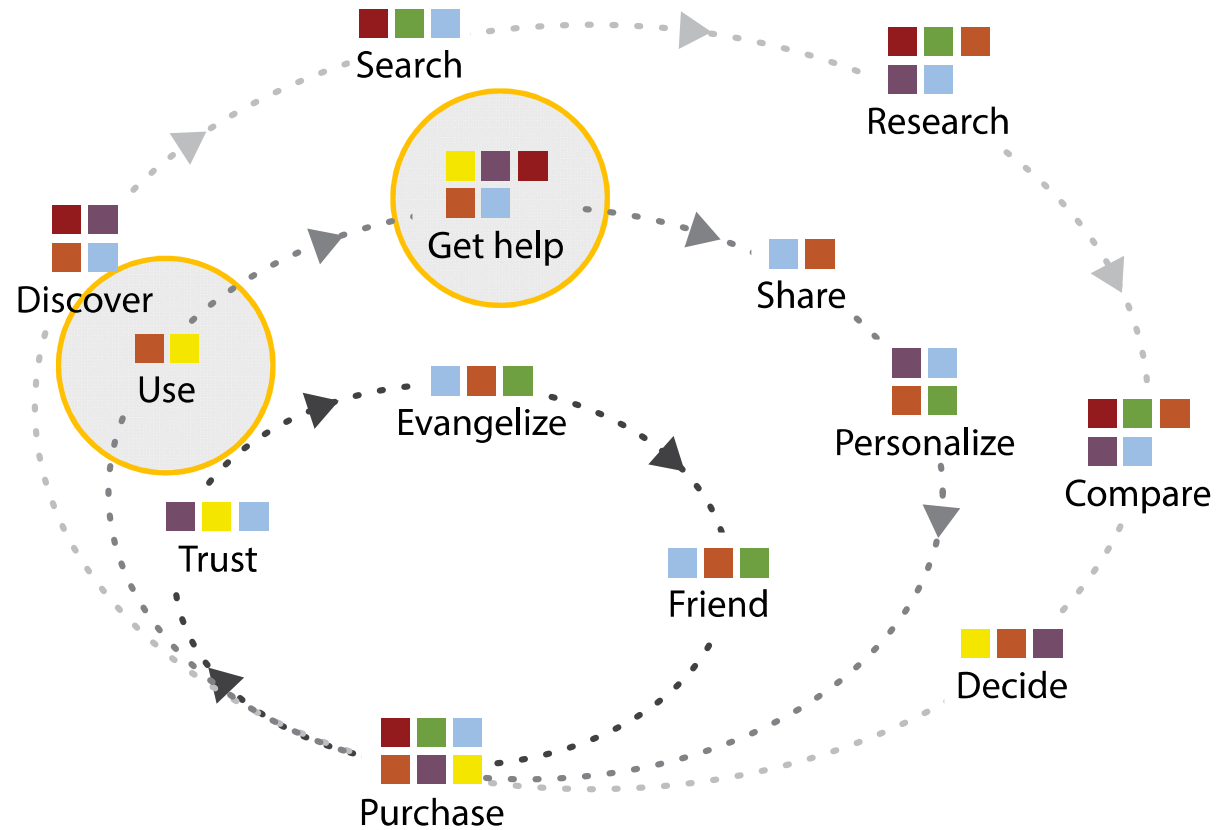# touch·point

/ˈtəCHˌpoint/

noun

Any product, service, transaction, venue, or experience through which a customer receives a significant impression of your brand.
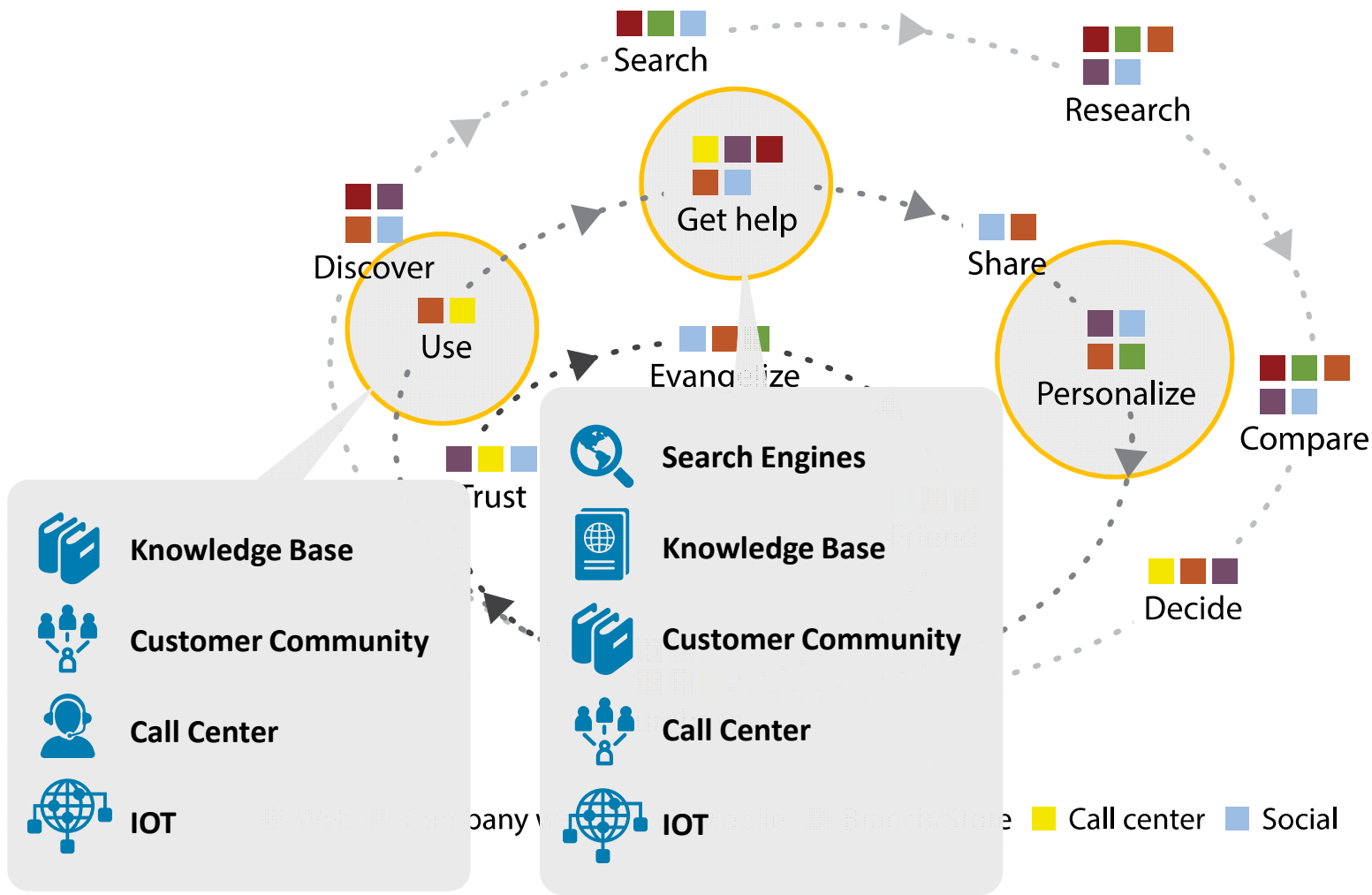
Touchpoints | The Customer Experience

Legend: ■ Web ■ Company website ■ Mobile ■ Branch/Store ■ Call center ■ Social

Search
Research
Get help
Share
Discover
Use
Personalize
Evangelize
Compare
Trust
Friend
Decide
Purchase

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Source: Forrester Research, Inc.

Touchpoints | The Customer Experience

Search

Research

Discover

Get help

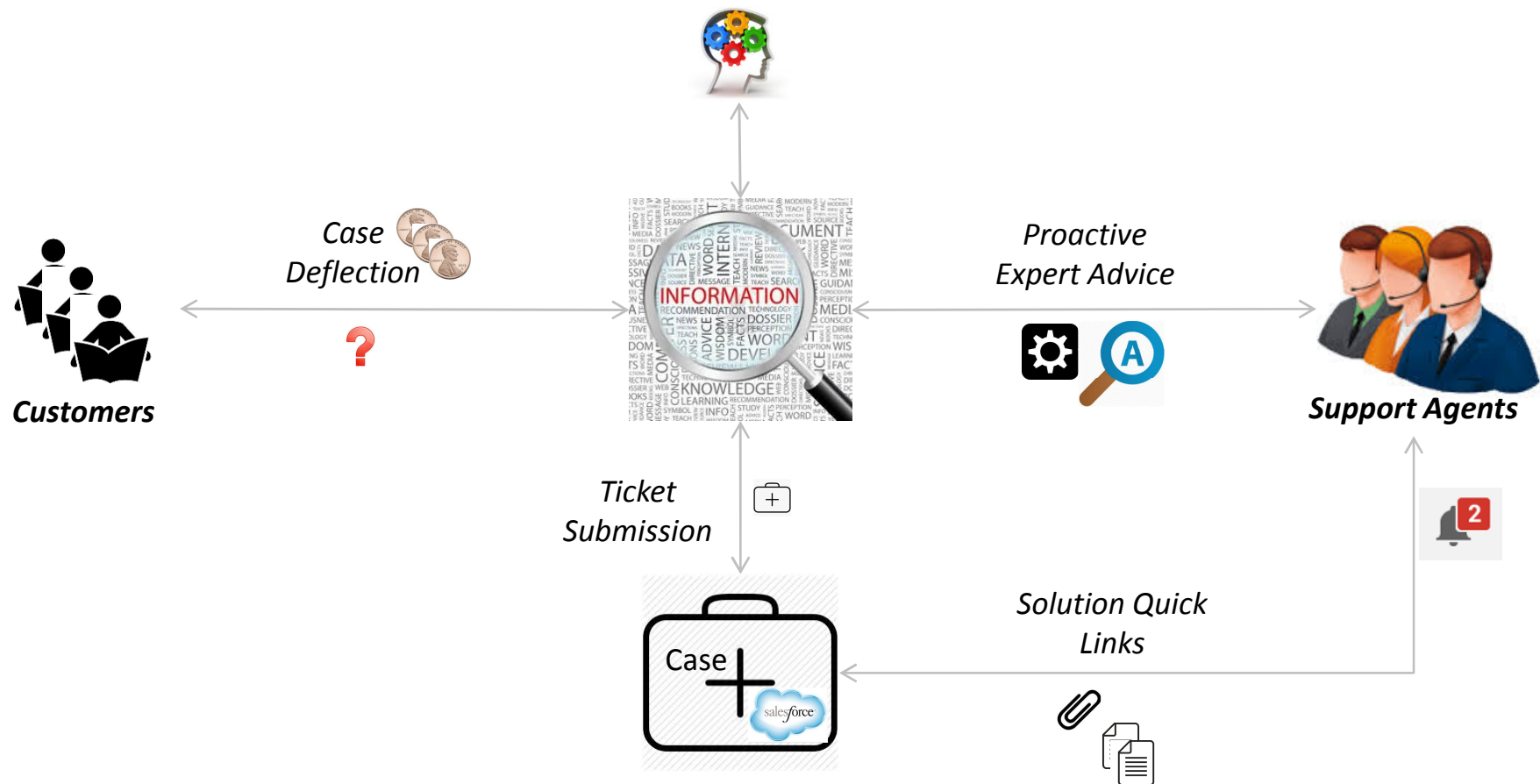Share

Use

Evangelize

Personalize

Trust

Compare

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Decide

Purchase

■ Web ■ Company website ■ Mobile ■ Branch/Store ■ Call center ■ Social

Product Information & The Support Experience

Search

Research

Get help

Discover

Share

Use

Personalize

Evangelize

Compare

Trust

Decide

Knowledge Base

Customer Community

Call Center

IOT

Search Engines

Knowledge Base

Customer Community

Call Center

IOT

Call center   Social

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Goal: Optimize the Support Process through Easy Access to Product Knowledge

Case Deflection

Customers

Proactive Expert Advice

Support Agents

Ticket Submission

Case

Solution Quick Links

Reduce Number of tickets and improve average handle-time and first-call-resolution

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Product Information Touchpoints for Support

Documentation Portal

Deep technical search

Customer/Support

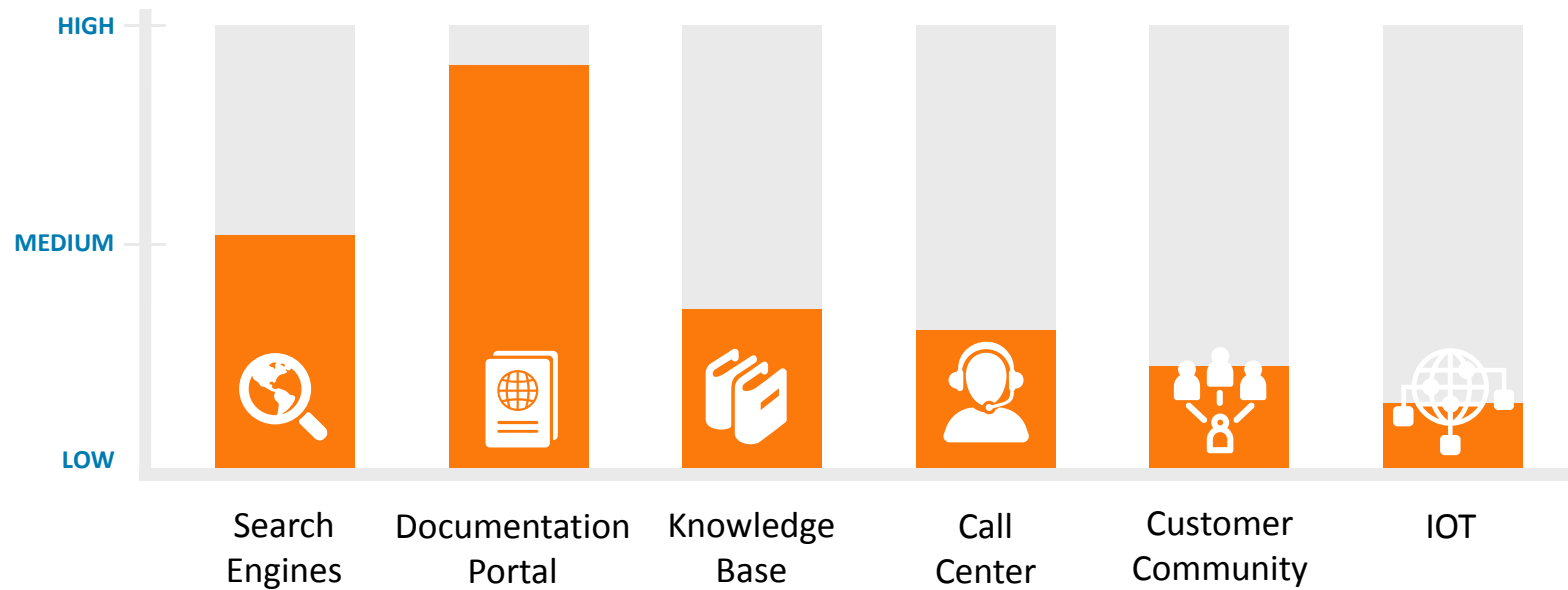**Knowledge Base**

Case deflection

Customer/Support

Call Center

**Quick contextual
help to close ticket**

Support

Problem: Inconsistent Utilization of Documentation Across Touchpoints

HIGH					
MEDIUM					
LOW					
Search Engines	Documentation Portal	Knowledge Base	Call Center	Customer Community	IOT

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Technical Knowledge Delivery in a Typical "Performing" Organization

Documentation Portal

Knowledge Base

Call Center

IOT

Search Engines

Customer Community

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Key to Case Deflection: Easy Access to Documentation and Knowledge Articles for Customers

Documentation Portal
**Knowledge Articles**

Prerequisites

Conditions

The type of the Ethernet cable is determined.

Based on the connection mode, Ethernet cables are classified into straight-through cables and crossover cables.

Based on the materials, Ethernet cables are classified into shielded Ethernet cables and unshielded Ethernet cables.
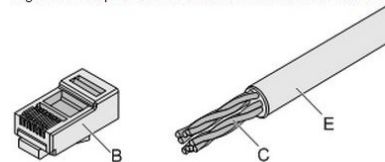
cn_cbb01_000132.html#missing-topic-id--fig01 shows the components of a shielded Ethernet cable with a shielded RJ45 connector.
Figure 1: Components of a shielded Ethernet cable with a shielded RJ45 connector
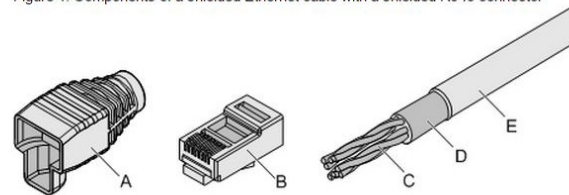
A. Connector jacket	B. Connector	C. Twisted pair core wires
D. Shielded aluminum foil	E. Cable jacket	-

1 comment

cn_cbb01_000132.html#missing-topic-id--figa1 shows the components of an unshielded Ethernet cable with an unshielded RJ45 connector.
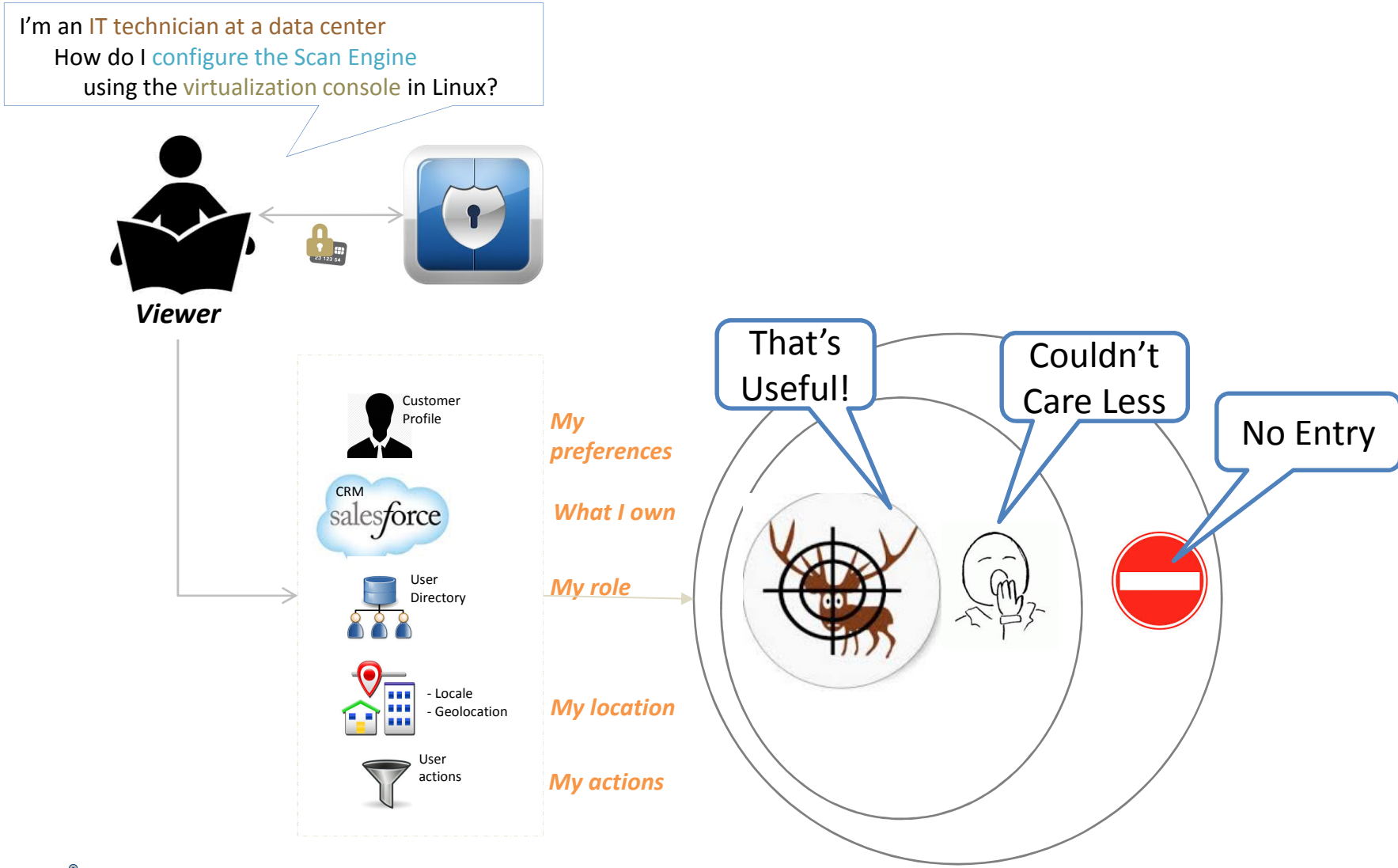Figure 2: Components of an unshielded Ethernet cable with an unshielded RJ45 connector

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Key to Case Deflection: Deliver Relevant Content Quickly

I'm an IT technician at a data center
How do I configure the Scan Engine
using the virtualization console in Linux?

Viewer

Customer Profile

CRM
salesforce

User Directory

- Locale
- Geolocation

User actions

My preferences

What I own

My role

My location

My actions

That's Useful!

Couldn't Care Less

No Entry

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Touchpoint: Call Center
Goal: Close the Case Quickly

Call Center
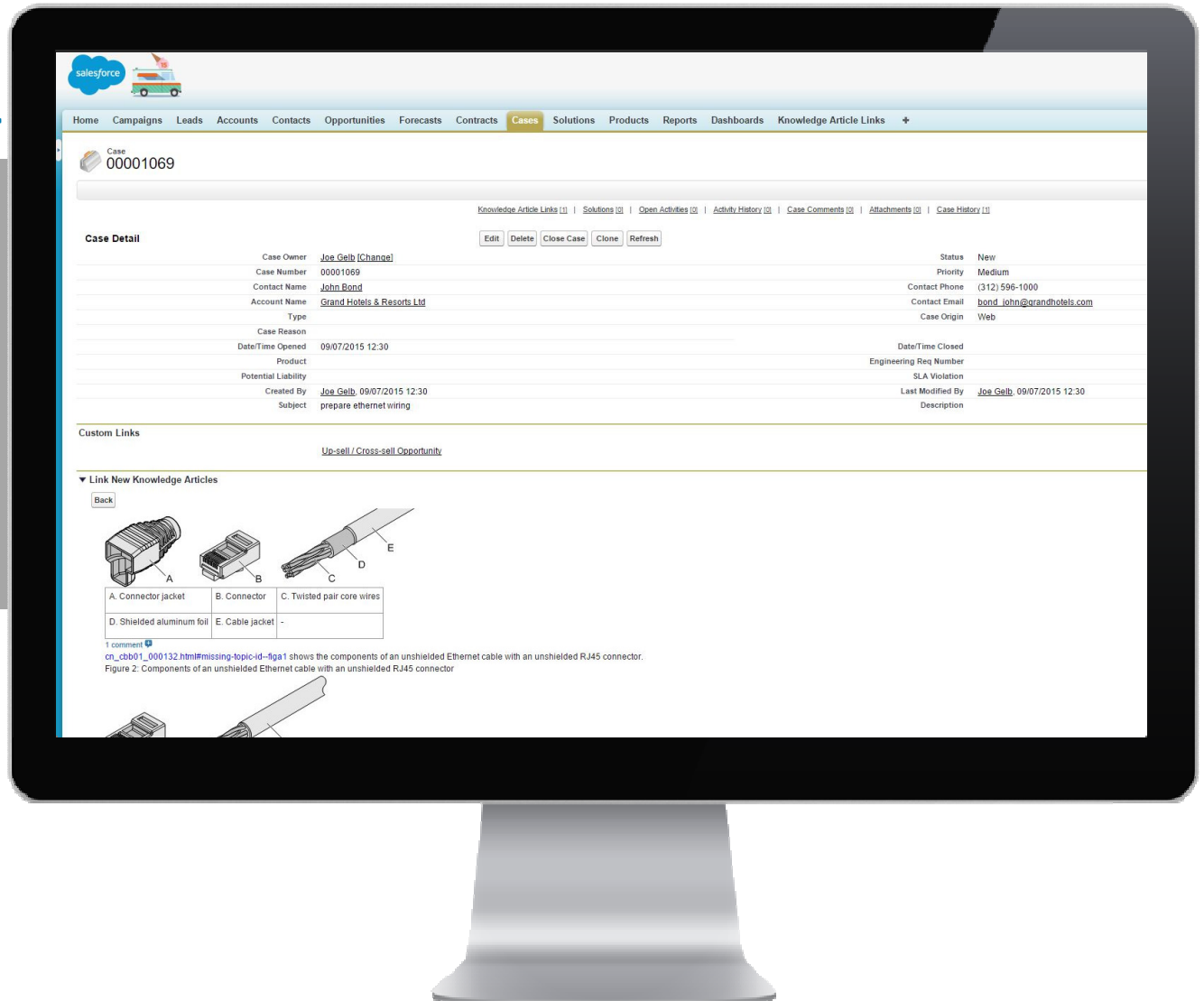
DITA-based Content Collaboration

Contribution
Workflow

Content Optimization
Workflow

Technical Writer

APPROVED

Personalized
Publishing

INFORMATION

**Support
Personnel / SME**

Don't Like!

COMMENT   Like

Viewer

Colleagues

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Best Practices

Organization

○ Shared taxonomy between technical documentation and support KB articles

Process

○ Make curated content & effective feedback an inherent part of your process

○ Implement an agile process

○ Analyze your customer journey

Technology

○ Implement dynamic publishing supporting all touchpoints

Results

Customers

Lower Effort

Increased Spend

Brand Loyalty

Employees

Increased Productivity

Improved Engagement

Knowledge Retention

Support Agents

Less Tickets

Lower AHT

Higher FCR

Marketing

Site Traffic Boost

Brand Loyalty

Vibrant Community

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