

Findings and Foundation

Business needs and working environment

High-stakes challenge

To reduce the volume of customer support calls from people who have visited the self-service area of the website.

Strengths - Project has very strong executive support, including a reasonable budget.	Weaknesses - The customer-service content is owned by different product teams who don't always work well together or follow consistent content practices.
Opportunities - There is a mandate for all departments to contribute to improving the digital customer experience. This could help align some of the teams who have no stake in reducing the volume of support calls.	Threats - There are indications that there will be lay-offs in the near future, which could impact this project in unpredictable ways.

Audience needs and environment

(in relation to high-stakes challenge)

Target audience/persona: Mary. She has little experience or interest in technical issues but is hoping to find information that will help her to easily solve a problem herself.

Goals and needs - Mary can find information quickly and easily. - Mary needs the content to be written in a way that's easy for her to understand and act on, given her low technical ability.	Challenges and pain points - Difficult for Mary to quickly determine whether or not a piece of content she found actually contains the information she needs.
Opportunities - Large part of audience regularly views support content from [X] organization. Their content has standardized content structures that we can adapt, aligning to a schema already familiar to our audience.	Threats - Competitor [X] has launched a major campaign about their outstanding customer support services in multiple languages. We may be at risk of losing customers to competitor. This may have some impact on the timing and prioritizing aspects of content strategy.

Content considerations

(in relation to audience needs and high-stakes challenge)

Scope: All content within the "Support" section of website.

Strengths - Most of the content is factually accurate and up-to-date.	Weaknesses - The content does not follow standardized structures, or is often long-winded and difficult to read.
Opportunities - Our video content is particularly well-viewed and received, and we have in-house capabilities to increase our video content.	Threats - A few members of the content team are unhappy in their roles, and may be resistant and spread discontent among the team.

Guiding Focus

Content strategy statement

Our self-serve support content helps everyday people get the most out of our products, and reflects the brand commitment to making high-tech solutions simple.

Content strategy vision

Customer-support content is produced by the product teams and centrally edited by Digital Services, ensuring consistency of style and structure and alignment to our brand.

Common processes are used to ensure there is adequate communication and efficient workflow.

Customer self-serve content is easy for our audience to find and use, providing them with a viable alternative to phoning for customer support.

Guiding principles

- Customer self-serve content is user-focused.

Decisions are grounded in user research and every page or piece of content is targeted to help people solve one specific problem. People can easily find what they need by searching or browsing, and can quickly scan the page to understand what details are there. The content is easy to read, and makes it easy for people to take the next step when action is needed.

Rationale

79% of people surveyed said that they had a difficult time finding the content they were looking for, and 68% said that they had difficulty understanding and acting on that content.

Over 70% of people who visit the self-support section of the website end up phoning customer service.

We will need to prioritize both the findability and usability of the content in order to significantly reduce those phone calls.

Action Plan

Who

Product teams will continue to develop self-service content.

Digital Services will provide editorial oversight and support as needed.

Digital Services will hire and manage an outside vendor to train our teams and revise the existing content.

What

Product and Digital Services team will receive training on creating content to the new style and structural standards, and on following new processes and roles and responsibilities.

An outside vendor will revise the existing self-serve content to adhere to the new standards and develop an information architecture, taxonomy, and search strategy to make content more findable.

When

IA, taxonomy, search, and revisions to existing content will take place Q1 through Q3. Staff will receive training in Q3.

References and resources

- Content Strategy Vision document [LINK]
- Detailed Guiding Principles document [LINK]
- Content Strategy Roadmap document [LINK]