



PAVING WAY WITH 'GUIDES' ON A NEW JOURNEY

Abstract

Mark Rosenberg, the IT Director of a large American manufacturing corporation was gearing up to launch a new automation platform when he realised that he lacked documentation and guides to help transition his business users, partners, and vendors across regions. With the help from Infosys BPM's content services team – who quickly created detailed user guides and help videos in multiple languages – he was able to meet his launch deadline without any glitches.



Roadblock in a new beginning

Mark Rosenburg is the IT Director of a large American corporation that manufactures and distributes forklifts. Mark's vision was to grow the company into an end-to-end logistics provider by digitally transforming their existing telematics solution. Since this was an ambitious plan, he needed

the support of a diligent partner with a stellar record in software and product development.

After surveying a few providers, Mark decided to bring in Infosys to begin the transformation. Using their expertise,

the Infosys team quickly revamped the telematics solution, and soon, Mark was able to set a launch date for the new platform. But then, he realised that he needed a critical element to implement the transformation – user guides to help users navigate its features and functionalities.

Finding expert guidance

While Mark needed user guides – both comprehensive written guides and 'how-to' videos – he lacked the support of an in-house content team to accomplish this critical last step. Thankfully, he did not have to look far.

Infosys BPM, a subsidiary of Infosys, provided a range of content offerings as part of their Digital Interactive Services.

Since Infosys Limited was already handling the project end-to-end, in early 2021 Mark quickly onboarded a team from the company led by Maya Shah, a content specialist.

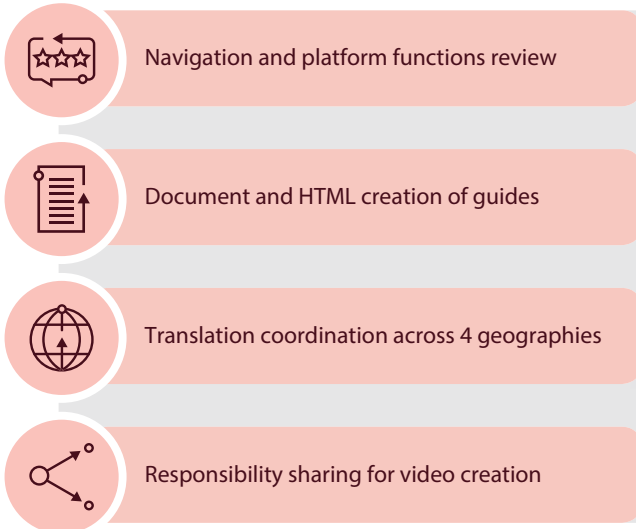
The scope for the project was clear: create detailed user guides on the platform's features and navigational flow. In addition to the document version, Mark requested

Maya to put together an HTML version of the user guide. The guides would also be required in the form of two to five-minute intuitive videos and had to be translated into three different languages to support users, partners, and vendors in other regions. With the launch date looming, the Infosys BPM team was on a tight deadline.

Building from scratch

With a small team of experts, including a content lead and a graphic designer/video specialist, Maya kickstarted the project keeping in mind the short timeline. Since there were no pre-existing manuals to refer to, Maya instructed her team to review the platform's navigation elements and identify important functions.

Approach summary



As the team worked on the user guides, Mark and Maya assigned others to simultaneously make updates to the HTML version, accelerating the content creation process. With good coordination across the four geographies, content translation

also progressed quickly. The content team members also split the different aspects of the video creation work, from storyboarding to final edits among themselves.

By mid-2021, Mark and Maya along with the team, completed the first phase of the project, producing an impressive amount of impactful content in a short while.




Getting it right the first time




As Mark reviewed the final content pieces, he was pleased to find that the Infosys BPM team had nailed the brief. The team had produced a total of 88 videos that included 22 user-friendly videos in four languages.

Also, the user guide was as descriptive as Mark required, with details on every feature split into 15 main topics and over 150 sub-topics for easy reference.

When Mark later updated Maya on the platform's performance, he was delighted to share that the user guides and videos had helped them achieve a CSAT score of 99%.

Key benefits



-  88 videos produced in 4 languages
-  15 main and 150+ subtopics included in the user guide
-  99% CSAT score attained

The new platform helped Mark realise his vision of transforming the company into an end-to-end logistics provider rapidly; and as new content requirements arise, he could confidently rely on the Infosys BPM team to service them with excellence.

**Names have been altered to preserve the identities of the individuals involved.*

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