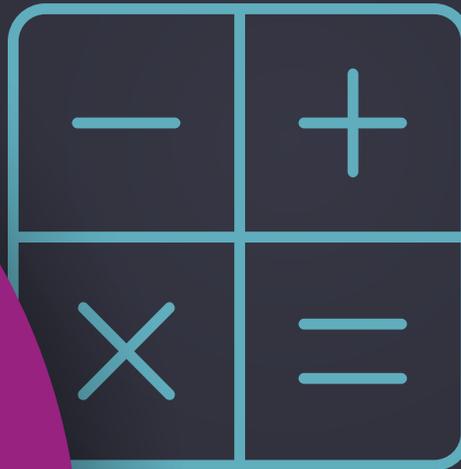




# Content ROI - Achieving and Measuring the Value of Tech Doc

- » Turn your content into a powerful business asset and get the full value of your documentation.



# Introduction

All companies know precisely how much they spend on technical documentation. In the tech industry, whether hardware or software, the cost of producing and maintaining tech content is significant. While tech companies understand the obligation to provide documentation along with their products, most organizations struggle to clearly develop and associate a value to this necessary cost.

Yet, the cost savings and financial gains generated by technical documentation are real and no less than substantial. In this white paper, we help you uncover the hidden benefits of your tech doc across your business and provide you with the keys to measure the value of your documentation. You will also be able to use our ROI calculator to simulate the gains for your own organization.



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# 1. Technical Documentation – An unproductive cost?

There's a significant difference between investment and cost. The former is supposed to generate a return as a future revenue or a reduction in company costs. The latter is simply an expenditure of money and time.

Almost systematically, companies view technical documentation as a cost and the tech doc department strictly as a cost center. The spending on technical documentation is easy to identify, and precisely calculable, as the cost of dedicated people, systems and solutions (authoring tools, CMS, publishing systems and more) are amounts that organizations monitor closely.

In the tech industry, it is generally estimated that the production and maintenance of technical documentation represent on average some 10% of the total product design cost. It is a significant portion of the overall product cost that organizations perceive as a necessity. Specifically:

- There is simply no possible usage of technical products without a proper tech doc.
- Product content is required for the visibility of the product on globalized markets.
- Technical documentation is compulsory for compliance and regulation reasons and legally binding in many industries.

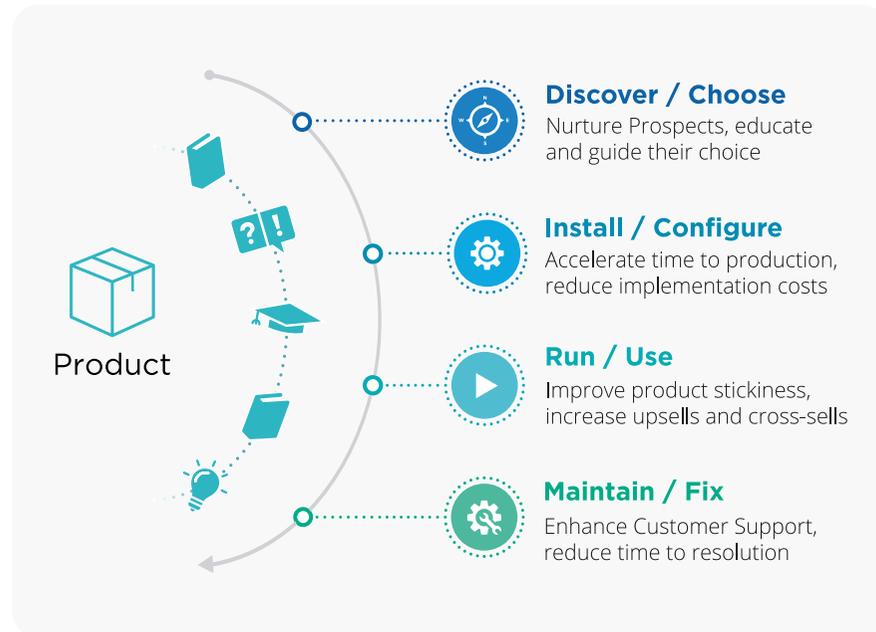
Having these constraints and restrictions in mind, organizations mostly consider the costs incurred by not having technical documentation. But they rarely recognize that documentation has a value of its own.

Without a value opposite the cost, there is no notion of investment, just an unproductive cost. Which is not what tech doc is.



## 2. From Cost to Investment – Highlighting the Value of Content

Technical documentation is a powerful tool for winning business, fostering product adoption, and boosting operational efficiency. To wield this tool and carve out the added value of tech doc, one has to focus on its purpose.



*Product documentation delivers value at each stage of the product journey.*



### Discover/Choose

It's not only in retail and e-commerce that product documentation plays a critical role in buying decisions. According to a Forrester survey, 74% of B2B buyers review user documentation as part of their purchase cycle.

Technical documentation is a strong differentiator on the market. If it is available from a trustworthy source, preferably the vendor's website or documentation portal, it is the first contact potential buyers have with a product or solution, long before they even start speaking to a sales team. The availability and reliability of technical documentation is an efficient way to get a product or solution on a buyer's shortlist before any sales effort is made.

On top of the positive impact of making technical information widely available to the market increasing visibility and lifting product awareness, many vendors now acknowledge that consistently publishing extensive product content is a key factor in increasing trust in the product: release notes, information on new modules, features and functionalities build the credibility of the vendor and its ability to deliver.

In short, making rich, fresh, and exhaustive technical content publicly available is key to positively impacting the buying choices of prospects.

## 2. From Cost to Investment – Highlighting the Value of Content



### Install/configure

By definition, an administrator or user who implements a new solution has no experience with the product they're installing. The best and most useful resource they have, apart from any vendor services available at that stage, is the product tech doc. The availability of tech doc and its utility at that point in the product use cycle gives a flavor of what the product experience will be across the entire user journey. The acceptance of and adherence to a product owe a lot to the technical documentation. Equally, technical content has the potential to strongly accelerate the implementation process and becomes a key factor of the success of the implementation of a new solution.



### Run/use

The daily usage of the product is where the need for tech doc is the most obvious. Product documentation is the number one resource for product discovery but in addition, it drives further product adoption continuously through the presentation of new releases, features, options and functionalities. This in turn increases the user engagement for and stickiness of the product.



### Maintain/Fix

In the domain of technical products for businesses, users have a strong preference for investigating features and solving issues quickly by themselves instead of opening support tickets. Troubleshooting is where technical documentation is at its strongest and where more demanded. Here, the availability of tech doc encourages user autonomy with the product and accelerates problem resolution.

There is, however, one important condition that the technical content must meet to reach its full potential and deliver maximum value. Producing good and exhaustive documentation is not enough to ensure it will be used when needed and as expected. At all stages of the product journey, the value of tech doc is linked to the fact that the content is reaching its users.

# 3. Achieving Content Value: The Delivery Catalyst

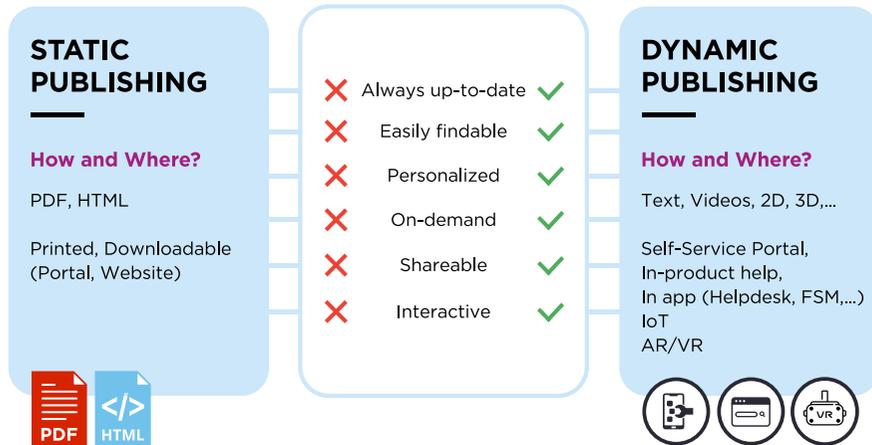
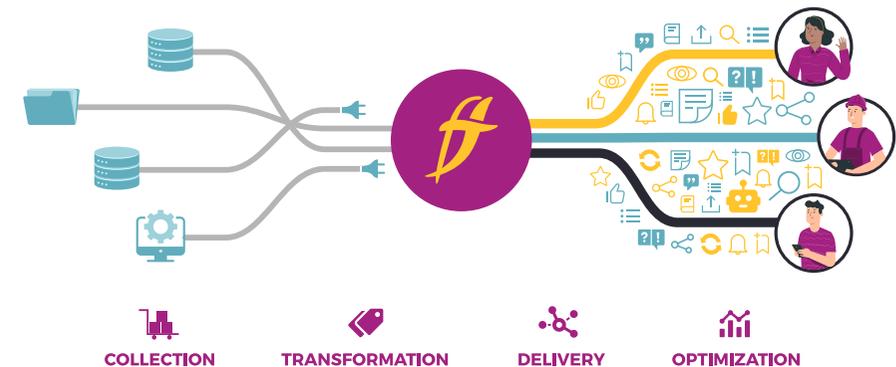
The main obstacle to organizations realizing the value of technical content is that it is not delivered properly.

Imagine a 1000-page manual stored at the back of a field service technician's van. Or a PDF user guide that was shipped with a software product at installation and never updated since. There is no doubt that in both cases the technical documentation will miss its target and will never be able to deliver any of its real value.

Technical documentation is definitely produced at loss when it is offered to the user in the form of a one-size fits all document (e.g. a unique manual for all versions of the product), as static documentation (e.g. a doc that is frozen in time and doesn't get updated with the freshest product information), or as something inaccessible or impossible to find.

Technical content must come up at the precise time and moment of need, contextual to the product in use and the situation to achieve its value. Producing good tech doc is essential, but delivering it effectively is where the value is realized.

The traditional ways of delivering tech doc have had their day and their limitations are tightly linked to the cutting edge of existing technologies and solutions. Today, Content Delivery Platforms (CDPs) are dedicated to creating content experiences that focus on the users and help realize the value of content.



Typically, CDPs specialized in technical documentation such as Fluid Topics collect all the documentation owned by an organization, no matter the initial source and format, and unify it and distribute, in turn, the relevant content to all digital channels, devices, and applications, in-context with the users' needs and environment. These CDPs are connected in real-time to the sources of information and keep the documentation live and accurate on the user side.

These solutions are often the missing link to realizing the value of tech doc. From consistently publishing fresh and exhaustive product content to a company website, a documentation portal or a helpdesk tool, to powering the in-line help in a software product, to bringing the relevant machine configuration to the rugged tablet of a field technician on a production site, all use cases where documentation can realize its value are achievable.

## 4. Measuring the Value – The Documentation ROI

By creating valuable content services for customers and operational teams, Dynamic Content Delivery generates a return on the content investment that can be measured as a revenue or a reduction in company costs across the organization. We will now expose the key metrics to assess the dollar value of technical documentation in four areas of business.

### Boost Customer Service

Providing users and support agents with the relevant product information via their preferred channel at the moment they need it drives efficient information self-service, greater customer support efficiency and major cost savings.

What you can measure:

#### Reduction in Tech Support Cases

Self-service documentation transforms users into self-reliant customers and directly translates to a significant drop in support calls and tickets.

*Metric to consider:*

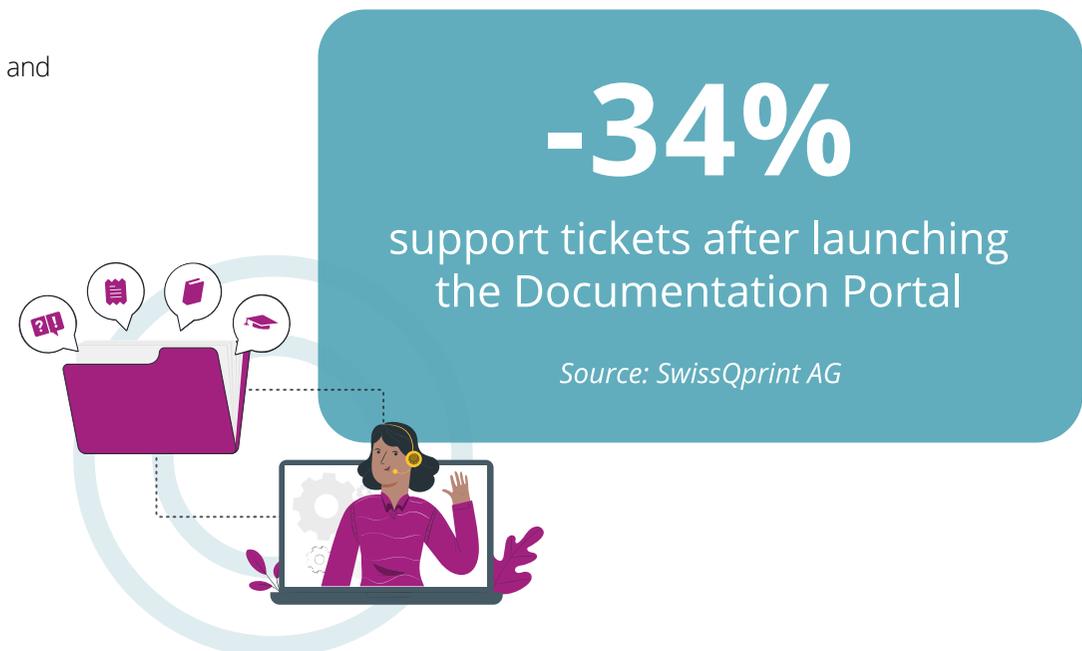
- Case deflection

### Customer Support Productivity Gains

Immediate access to the relevant product information while troubleshooting strongly reduces the resolution time and increases your support agents' efficiency

*Metrics to consider:*

- Reduction in employee search time
- Reduction in issue resolution time
- Increase in first-time resolution
- Increase in number of tickets handled per agent



## 4. Measuring the Value – The Documentation ROI

### Optimize Field Services

Giving your engineering techs more efficient information search tools and access to unlimited source materials can significantly reduce installation, maintenance and problem resolution times.

What you can measure:

#### Installation Efficiency

A timely, contextual usage of technical documentation reduces installation delays and accelerates the go to production.

##### *Metrics to consider:*

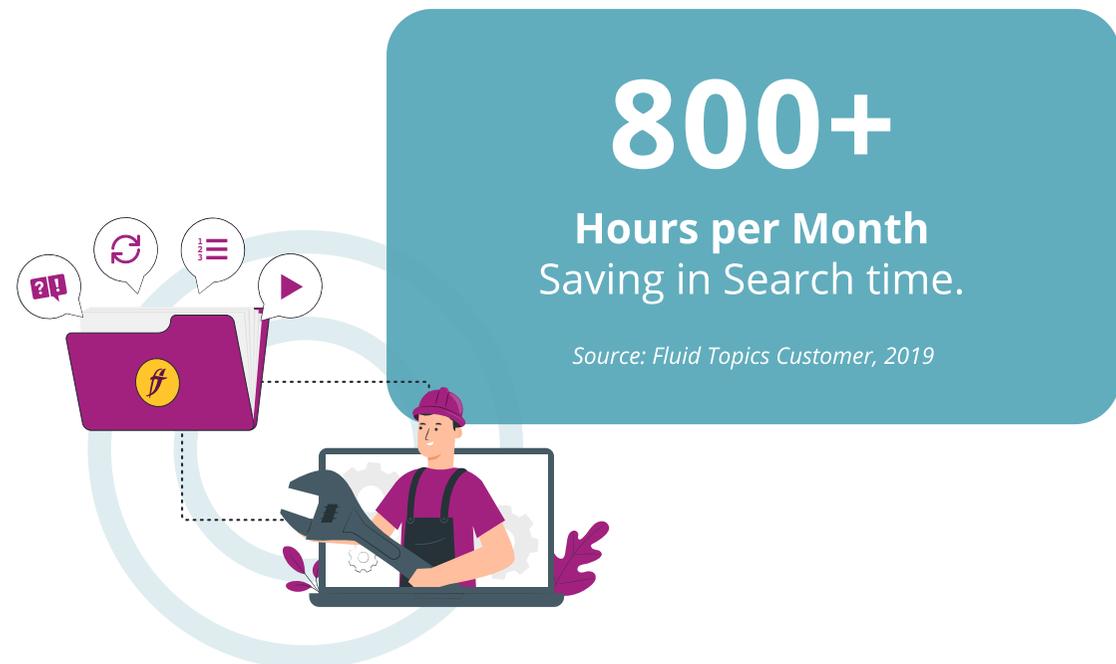
- Reduction in average time to production
- Reduction in installation costs in person days
- Increase in number of installations handled per FSE

### Maintenance and Repair Productivity

Immediate access to the relevant product information onsite, while troubleshooting, strongly reduces the resolution time and increases the efficiency of field service technicians.

##### *Metrics to consider:*

- Reduction of truck rolls
- Reduction in employee search time
- Increase in first-time fix rates
- Reduction in resolution time
- Increase in uptime



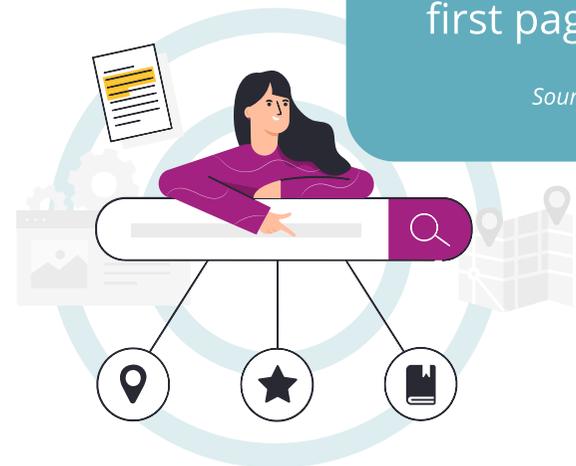
## 4. Measuring the Value – The Documentation ROI

### Maximize Marketing Efficiency

Extending product visibility through the exposure of tech content online is a major opportunity for business development that can be achieved without demanding an increased marketing budget.

#### *Metrics to consider:*

- Increase in website/documentation portal traffic
- Improved web referencing and SEO performance
- Increase in incoming leads
- Increase in visitors conversions



▲ **Top 4**

**Google Search Result**  
From zero web presence to  
first page of Google in a year.

*Source: Fluid Topics Customer, 2020*

## 4. Measuring the Value – The Documentation ROI

### Improve Sales Revenue

The online presence of continually updated documentation is a favorable element both in the existing customers' stickiness and the decision-making process of new prospects.

What you can assess:

#### Customer loyalty and additional sales

A stronger adherence to product and user satisfaction have measurable impacts on revenue, both by improving product stickiness and increasing the usage of product features, modules and add-ons.

##### *Metrics to consider:*

- Reduction in churn rate
- Increase in upsell and cross-sell

#### Direct Sales

Providing prospects with access to content they can control helps future revenue.

##### *Metrics to consider:*

- Increase in prospect conversion
- Increase of business revenue from new clients

### Partners and indirect sales development

While technical documentation alone cannot build a partner network, product education and information are crucial to the smooth development of indirect sales. Recruiting, training and developing partners while scaling a network is directly linked to the resources a company dedicates to its partners. It is a key differentiator that can help you stand out from your competition.

##### *Metrics to consider:*

- Increase in indirect sales and service forces
- Increase in revenue per partner

B2B Buyers spend

**27%**

of their time researching independently online when considering a purchase

*Source: Gartner, Inc., 2019*



## Conclusion

The technical documentation every company produces and owns is a major reserve of business opportunity. From user enablement and product adoption to customer success, product content has the power to achieve the most critical company goals and to deliver a solid ROI across the organization.

To help you simulate what it would mean for your company, we designed a ROI calculator tool backed by industry experts and Fluid Topics customer surveys that you can download here and try now.

[Download the ROI Calculator ▶](#)

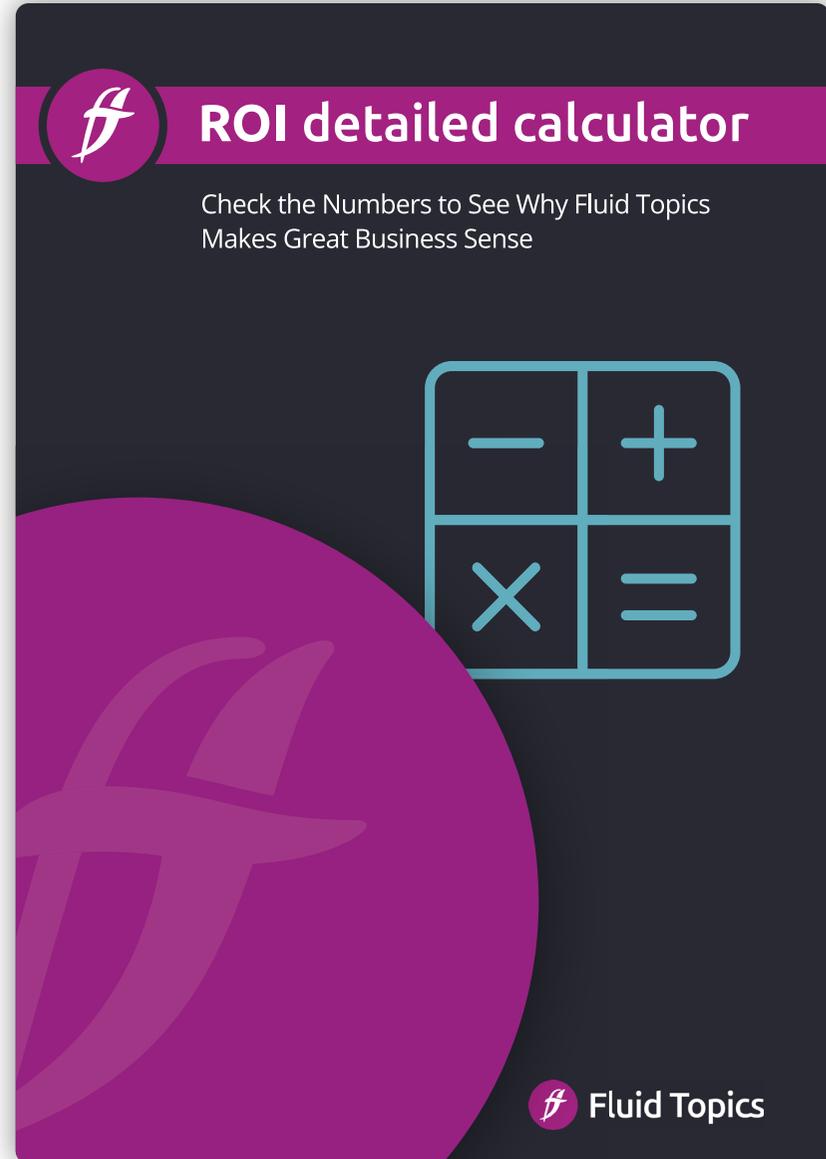
\* Adobe Acrobat Reader Required

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 **ROI detailed calculator**

Check the Numbers to See Why Fluid Topics Makes Great Business Sense

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