MindTouch Technical Communications Suite

The majority of businesses are increasingly relying on the Web as their primary sales channel. Online documentation has proven to be an effective way to increase new customer acquisition, shorten sales cycles and even lower support costs. Technical documentation has also become a strategic tool for marketing teams, community managers, user assistance teams, and product evangelists, as they look to build engaged communities around brands, products and processes. The MindTouch Technical Communications Suite (TCS) was designed to meet that need.

ADD A SOCIAL LAYER TO YOUR ONLINE DOCUMENTATION

TCS is a specialized toolset for documentation communities. It is an integrated authoring, publishing and user engagement environment, which includes a targeted set of technologies such as the MindTouch Intelligent Documentation Framework, Curation Analytics, Adaptive Search and Community Content Moderation. These tools are the foundation with which MindTouch launches turnkey solutions that can be expanded to include branding, forums, question and answer, blogging, social profiles, badges, etc.

INCREASE CUSTOMER SATISFACTION WHILE DECREASING SUPPORT COSTS

It’s a fact: strong documentation drastically improves your customer’s and prospect’s product experience. Your customers want the right answers right now. MindTouch TCS makes it easy for you to provide useful content to

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Figure 1. The community scoring report identifies which content needs most attention in the eyes of the community.

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<table>
<thead>
<tr>
<th>Pages with ratings:</th>
<th>34 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average quality score:</td>
<td>72%</td>
</tr>
<tr>
<td>Unrated pages:</td>
<td>98.45%</td>
</tr>
</tbody>
</table>

Use community scoring of your content to discover pages that aren’t helpful in the report. You can also export the table report as a CSV file.
your existing customers, giving them the ability to self-service product support without initiating a cost-bearing support call. Finding answers with MindTouch TCS is easy — adaptive search continually learns how to push the most relevant articles based on previous searches.

With Intelligent Documentation Framework, MindTouch TCS self-organizes your content to enhance discovery by your customers. Your customers want to be experts of your product — MindTouch TCS allows them to self-discover the solution to their problem within minutes - and that helps them succeed. As your content evolves, your customers can also provide feedback on how useful that documentation is - providing a clear view into what content needs improvement and what content is performing well. TCS can be the difference between a support call that costs your organization $150 to field and a knowledge base article that costs 5 cents to maintain.

**WHY DO OUR CUSTOMERS CHOOSE TCS?**

MindTouch customers such as CompleteGuides.net, ExactTarget, RightScale, and Intuit have all standardized on TCS. They chose our solution because it’s:

- **Effective** — Online documentation has proven to be an effective way to increase new customer acquisition, shorten sales cycles and even lower support costs. Our customers report that their TCS-driven documentation communities drive over half of their new site visits and lead generation.

**Benefits**

- **Accelerate Your User Education:** Up to date, relevant and high quality content ensures your users are well informed and fully educated on your product or service.

- **Amplify Specific Content:** Launching a new product or service? Looking to highlight a new tutorial or reference article? Curation analytics tells you where to focus your efforts in your content.

- **Turn Prospects into Customers:** Prospects are reviewing your content as part of their checklist - make sure your content is up to date and on point.

- **Encourage Use and Adoption:** Keeping content on-subject ensures users continue to return and increases adoption rates.

- **Brand Management:** Brand values play a key role in business and can be easily hurt by uncontrolled content.

- **Avoid Content Spam:** A key requirement for any public facing site, unnecessary comment spam can negatively impact site usage.
• **Engaging** – TCS encourages community contributions with varying layers of moderation or workflow. Our most active customer communities support hundreds of customer contributions daily.

• **Scalable** – TCS can scale to serve millions of visitors daily. Your documentation will always be available.

• **Social** – Seamless integrations with 3rd party social media tools further extend your brand’s reach.

**READY TO GET STARTED?**

Start building a community around your online documentation today. Contact sales@mindtouch.com and get on the path to strategic, engaging online content.