

SUITEHELP CASE STUDY:
Fujitsu Network Communications
200,000 pages of documentation optimized with SuiteHelp

SuiteHelp enabled Fujitsu Network Communications to focus their online documentation and increase customer satisfaction by providing high-level, easy-to-use online help for Fujitsu's complex product line.



THE CHALLENGE

Eddie Hartman, Manager of Knowledge Services at Fujitsu Network Communications, had to manage 200,000 pages of documentation for Fujitsu's product line. He wanted a way to see what information was actually accessed by customers, and how often.



THE SOLUTION

SuiteHelp provided the truly topic-based web help that Fujitsu needed. With SuiteHelp, Fujitsu can track the exact topic their customers are viewing and easily cut down on unnecessary documentation, saving considerable resources while helping Fujitsu serve their customers better.



SuiteHelp is the fastest web help generating tool I've ever encountered.

Eddie Hartman, Manager of Knowledge Services

TOPIC-BASED TRACKING FOR EFFICIENT WEB HELP

With SuiteHelp, Fujitsu can track the exact topic their customers are viewing and what terms people are searching for. SuiteHelp provides frame-free help, allowing Fujitsu to track individual page views and obtain useful metrics. This has allowed Fujitsu to “weed out” the topics that are not useful to customers and to refine their terminology and synonym list. Removing extraneous content doesn’t only save resources: it ensures that customers will find the information they need more easily. The result: a more efficient and customer-focused web help system.

QUICK IMPLEMENTATION FOR IMMEDIATE RESULTS

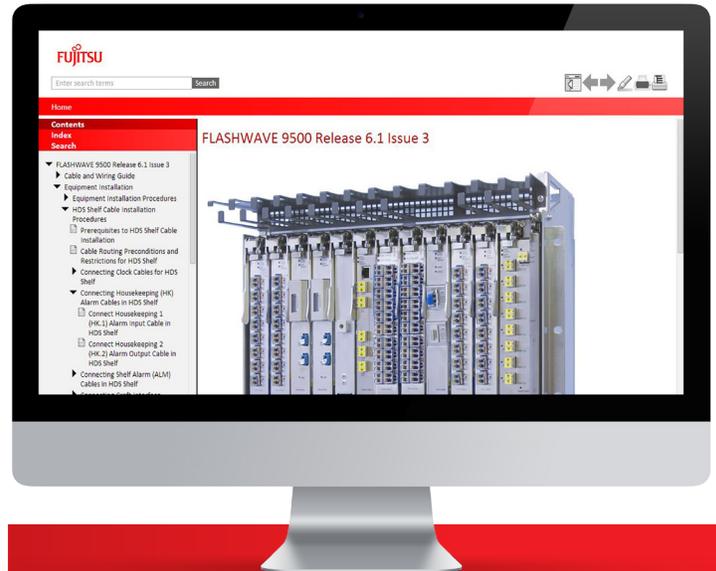
Eddie Hartman was also impressed with SuiteHelp’s speedy implementation. In Eddie’s own words, “SuiteHelp is the fastest web help generating tool I’ve ever encountered. SuiteHelp can generate help from a DITA map in 2–3 minutes! And SuiteHelp loads very quickly in every browser, even for a large project like ours.”

PARTNER FOR SUCCESS

When embarking on a web help project, it is important to have a strong partner through implementation and beyond. Suite Solutions has been that partner for the Knowledge Services department at Fujitsu. “We’re a cost center, so our purchases have to be very smart – we can’t afford bad decisions,” says Eddie. “With Suite Solutions there’s no bait and switch – they provide a product and services we can really use. As a company, Suite Solutions has been both professional and easy to work with. With Suite Solutions we have gotten what we paid for and more.”

THE NEXT STEP: GREATER CUSTOMER ENGAGEMENT

What is the next step for Fujitsu Knowledge Services? Says Eddie Hartman, “We are now educating our customers, showing them what they can do with SuiteHelp that they couldn’t do with static PDFs, like information on cursor roll-over.” Eddie expects to use SuiteHelp to further enhance content delivery to Fujitsu’s customers.



SOLUTION

- Quick implementation of high-level help
- 200,000 pages of information converted to user-friendly online self-service
- Topic-based tracking of customer use
- Drill-down for easy access to complex information

RESULTS

- Resources saved by removing unused content
- Customer self-help improved:
 - ✓ Easy access to relevant information
 - ✓ Search terminology refined based on customer use
 - ✓ Better search functionality

THE BOTTOM LINE

- Lower documentation and service costs
- Increase in customer satisfaction
- Better customer use of self-help