Improve Your Documentation and End User Experience with MadCap Pulse

PRESENTED BY
Laura Hippert
Technical Support Engineer
WEBINAR AGENDA

• Why MadCap Pulse?
• Analytics & Reporting
• End User Feedback
• Social Collaboration
• New Features and Enhancements
• Case Studies
• Q&A
WHY MADCAP PULSE?

• Gain Insight Into User Activity with Analytics & Reporting

• Add Topic Ratings for Feedback / Content Quality

• Reduce Support Calls, Foster Communities with Social Collaboration
GARTNER SAYS ORGANIZATIONS THAT INTEGRATE COMMUNITIES INTO CUSTOMER SUPPORT CAN REALIZE COST REDUCTIONS OF UP TO 50%

"A greater focus on individualized service, powered by analytical systems that understand the customer's likely intent, is helping the service process. Thrown into the mix are two trends still in their early stages — peer-to-peer customer support and customer service via mobile devices…"

Michael Maoz, vice president and analyst at Gartner

http://www.gartner.com/newsroom/id/1929014
THE FUTURE OF CUSTOMER SUPPORT. OUTSOURCING IS SO LAST YEAR.

“’Unsourcing’, as the new trend has been dubbed, involves companies setting up online communities to enable peer-to-peer support among users.”

The Economist

http://www.economist.com/blogs/babbage/2012/05/future-customer-support
WHAT DOES THIS MEAN?
HOW MADCAP PULSE WORKS

- Enable In Flare
- Embedded Discussion Forum
- Pulse Dashboard
ANALYTICS & REPORTING
Compile data on what your end user is looking for and how they are getting there.
Read your end user’s mind and immediately resolve issues.
REPORTS FOR ALL USERS

• Browser Statistics
• Context-Sensitive Help Calls
• Operating System Statistics
• Search Phrases
• Search Phrases with No Results
• Topics and Ratings
END USER FEEDBACK
TOPIC RATING

Allow users to quickly rate content
Gain insight on which topics are frequently viewed and user rating scores.
RESULTS
Straight Ahead
SOCIAL COLLABORATION
PUBLIC COLLABORATION

- Post Status, Question, Article, or Task
- Interact with other posts
- Like, Follow, Tag, or Share
Accumulating Data on Public Social Collaboration
SOCIAL COLLABORATION REPORTS

- Engaged Users
- Overall Activity
- User Activity
- Most Active People
- Most Active Groups
- Most Followed People
- Most Liked People
- Most Commented People
- Most Liked Activities
- Most Commented Activities
- Most Liked File Shares
- Most Commented File Shares
- Most Liked Image Shares
- Most Commented Image Shares
- Most Liked Link Shares
- Most Commented Link Shares
- Storage Usage
- Monthly Active Users
PRIVATE COLLABORATION

- Create Groups
- Find People
- Customize your Home Page
NEW RELEASE ADDS NEW FEATURES AND ENHANCEMENTS

“We are gaining insights that will enable us to create the best user experience possible.”
—Derek Warren | Venafi
NEW FEATURES

• File Sharing
• Profile Enhancements
• Support for .NET 4.5, Windows Server 2012, and SQL Server 2012
• Administration Moderation
Use MadCap Pulse like a File Sharing Service to easily upload files to feeds.
PROFILE ENHANCEMENTS

- Customize Personal Information
- Skills & Expertise
- Experience
- Education
- Certification
MADCAP PULSE MODERATION

• Subscribe to all Content
• Control your Help System’s Audience
• Moderate Activities by new users
• Edit Privacy Settings for Groups and Users
Subscribe to All Administrators and Employees can subscribe to all topics in a Help System.
Control your Audience

The Administrator can now decide if the Pulse Community is visible to all users or a select group of users.
Moderate Activities

The Administrator can also decide whether or not approval is necessary for all new activities.
In the Privacy section, the Administrator can determine the permissions granted to groups and individual users.

Choose people and groups that can access this system. Use the drop-downs to set the access level for each person or group. Only 'Owners' can modify the settings of this system.

- **Specify user and group permissions.**
  - **Administrators**
    - Administrators of Pulse
      - Owner
  - **All Users**
    - Any person with access to Pulse
      - Commenter
  - **Employees**
    - Employees
      - Moderator
  - **Anonymous**
    - Anonymous
      - Viewer
  - **Customers**
    - Customers
      - Contributor

*Add a user or group...*
“Because there is a seamless connection between Flare and MadCap Pulse, we are gaining insights that enable us to continuously improve the user experience while reducing customer support calls at the same time.”

-Derek Warren, Principal Information Developer

http://www.madcapsoftware.com/casestudy/Venafi.aspx
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*Offer valid through July 31, 2014. Certain restrictions apply.

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Questions?

Laura Hippert
Technical Support Engineer
MadCap Software

Contact sales with questions or to schedule a demonstration:
Sales@MadCapSoftware.com

Thanks for joining us!

Twitter:
@MadCapSoftware
@MadCapJose
@MadCapDocTeam