

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.

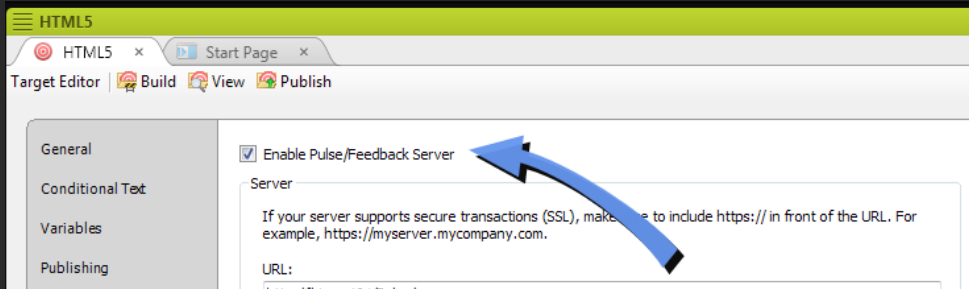
“‘Unsourcing’, as the new trend has been dubbed, involves companies setting up online communities to enable peer-to-peer support among users.”

The Economist

<http://www.economist.com/blogs/babbage/2012/05/future-customer-support>

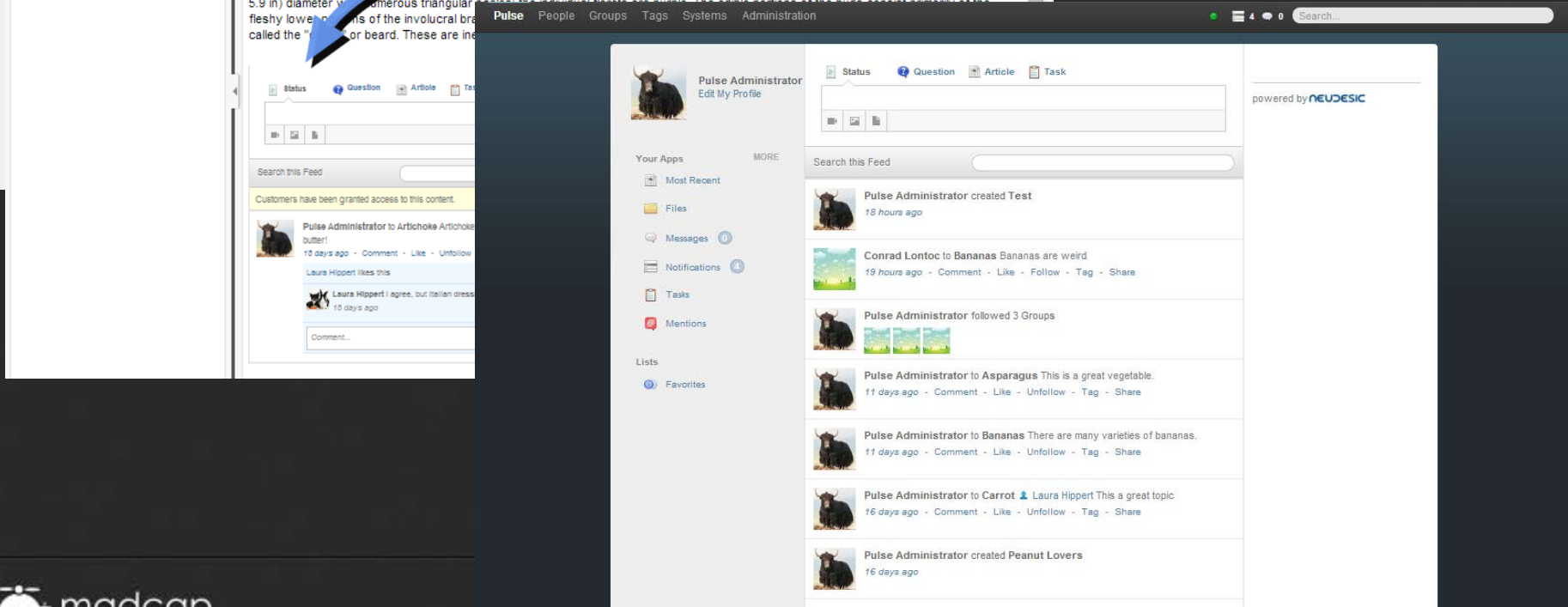
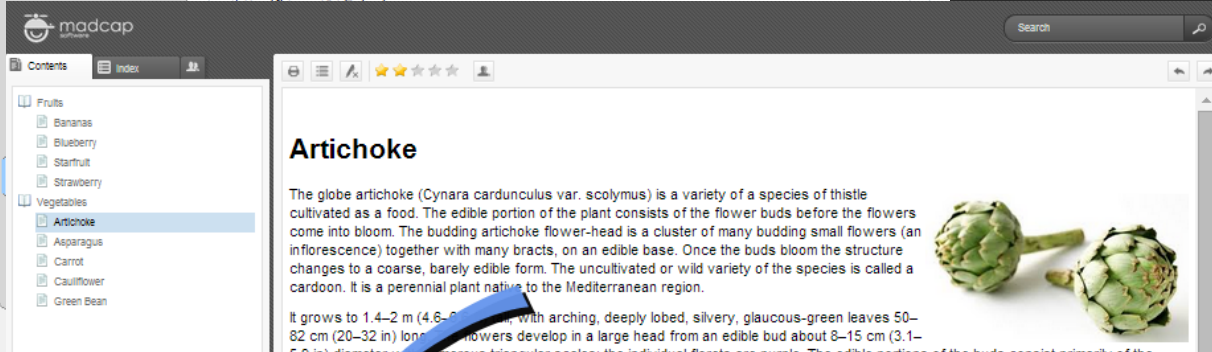
WHAT DOES THIS MEAN?

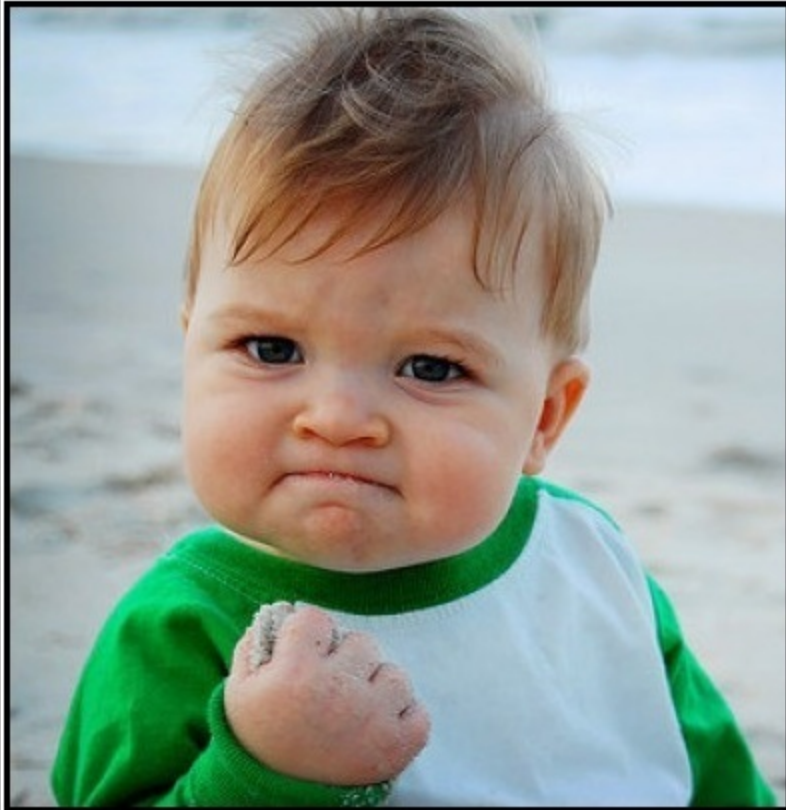




HOW MADCAP PULSE WORKS

- Enable In Flare
- Embedded Discussion Forum
- Pulse Dashboard





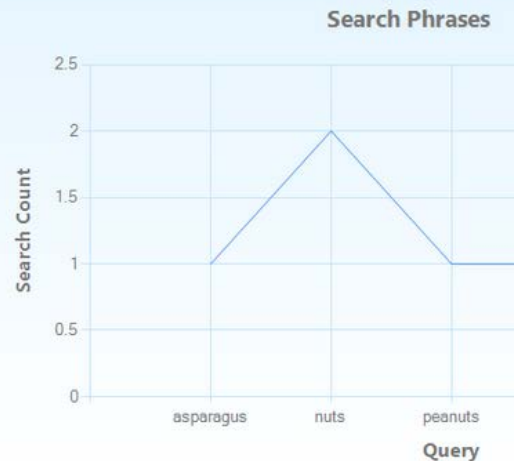
ANALYTICS & REPORTING

SUCCESS

Search Phrases

Community: PulseDemo

Style: Line Records: All Chart: Number of searches Legend: Search Query

☐ Enable Date Filter:

Search Query	Number of searches
asparagus	1
nuts	2
peanuts	1
watermelon	1
cabbage	1

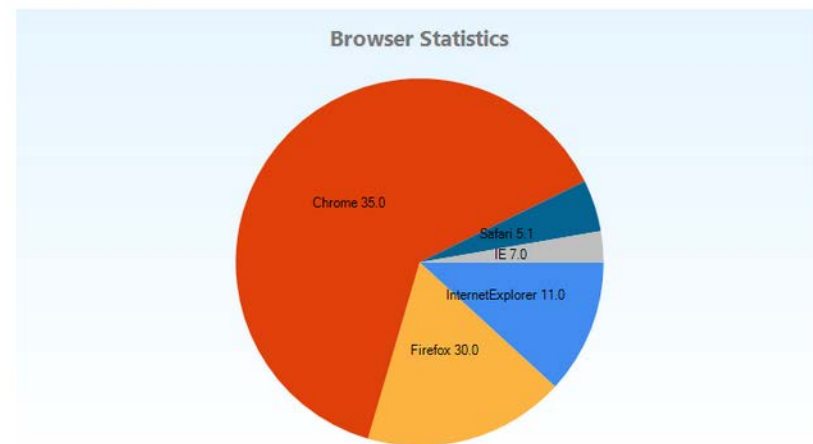
[Export \(.csv\)](#) [Export \(.txt\)](#)

Compile data on what your end user is looking for and how they are getting there.

Browser Statistics

Community: PulseDemo

Style: Pie Records: All Chart: View Count Legend: Browser Name

☐ Enable Date Filter:

Browser Name	View Count	View Percentage
Internet Explorer 11.0	26	11.82
Firefox 30.0	39	17.73
Chrome 35.0	139	63.18
Safari 5.1	10	4.55
IE 7.0	6	2.73

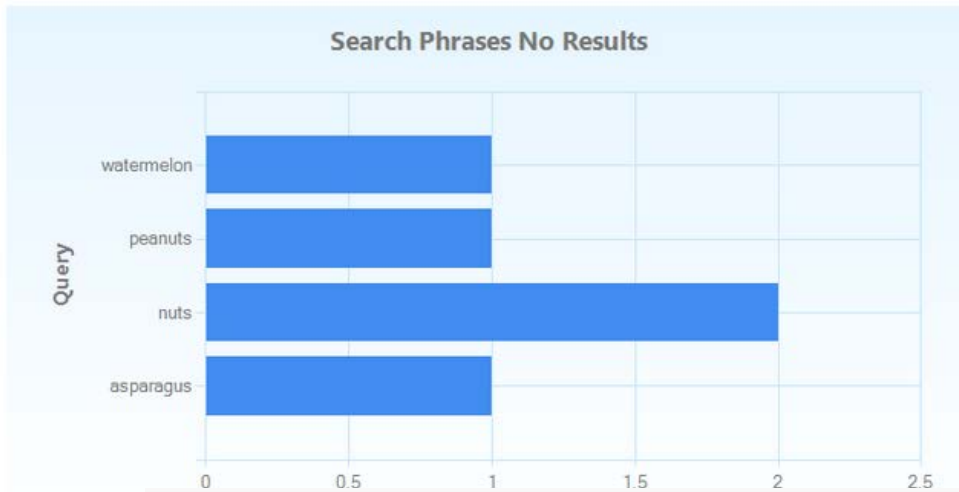
[Export \(.csv\)](#) [Export \(.txt\)](#)[Refresh Data](#)

Search Phrases with No Results

Community: PulseDemo ▼

Style: Bar ▼ Records: All ▼ Chart: Number of searches ▼ Legend: Search Query ▼

☐ Enable Date Filter:



Read your end user's mind and immediately resolve issues.

Synonyms

Community: PulseDemo ▼

Search

asparagi

nuts

peanuts

waterme

Export

Directional

Groups

With directional synonyms, when a user searches for a term in the "Word" column, the help system will also include results for the term in the "Synonym" column. For example:

Word: "car", synonym: "ferrari". A search for car will include all search results for the word "ferrari".

If the stem box is checked, all forms of the word in the "Word" column will be included. For example, "car" and "cars".

Word Synonym Stem [+ New](#)

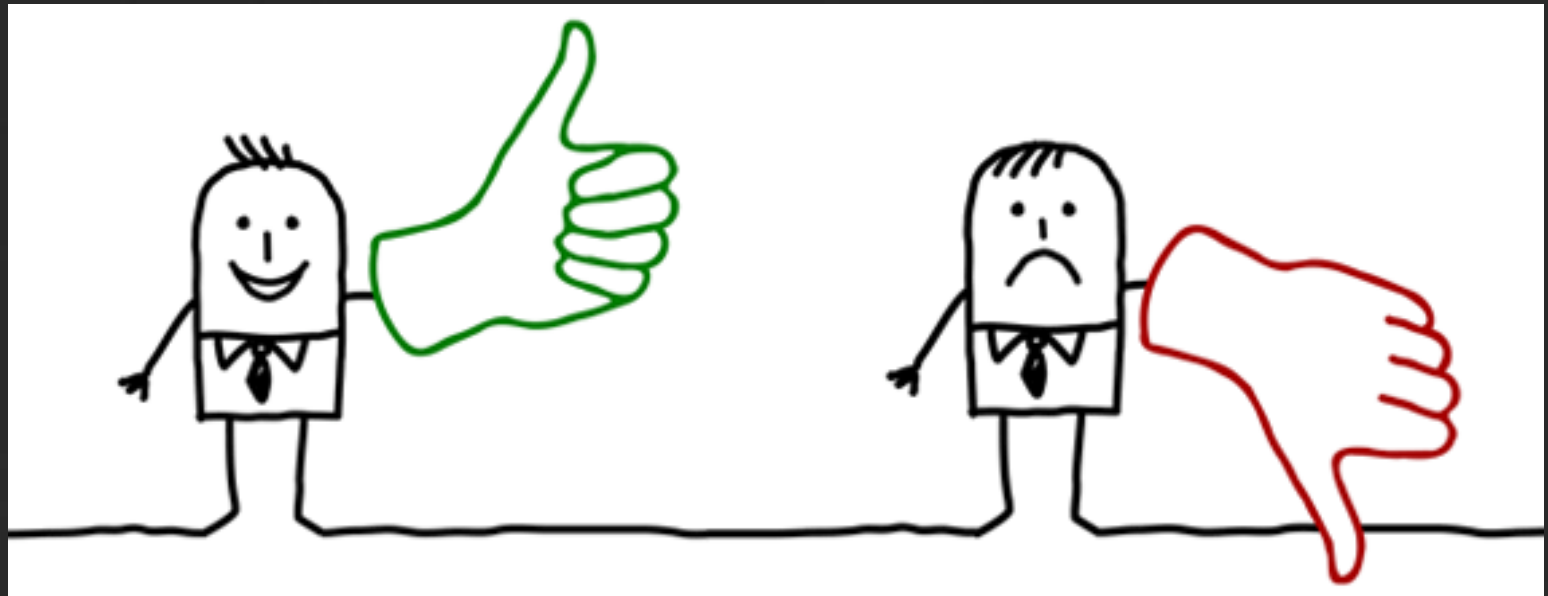
[Save Changes](#)

[Discard Changes](#)

Export (.mcsyns)

REPORTS FOR ALL USERS

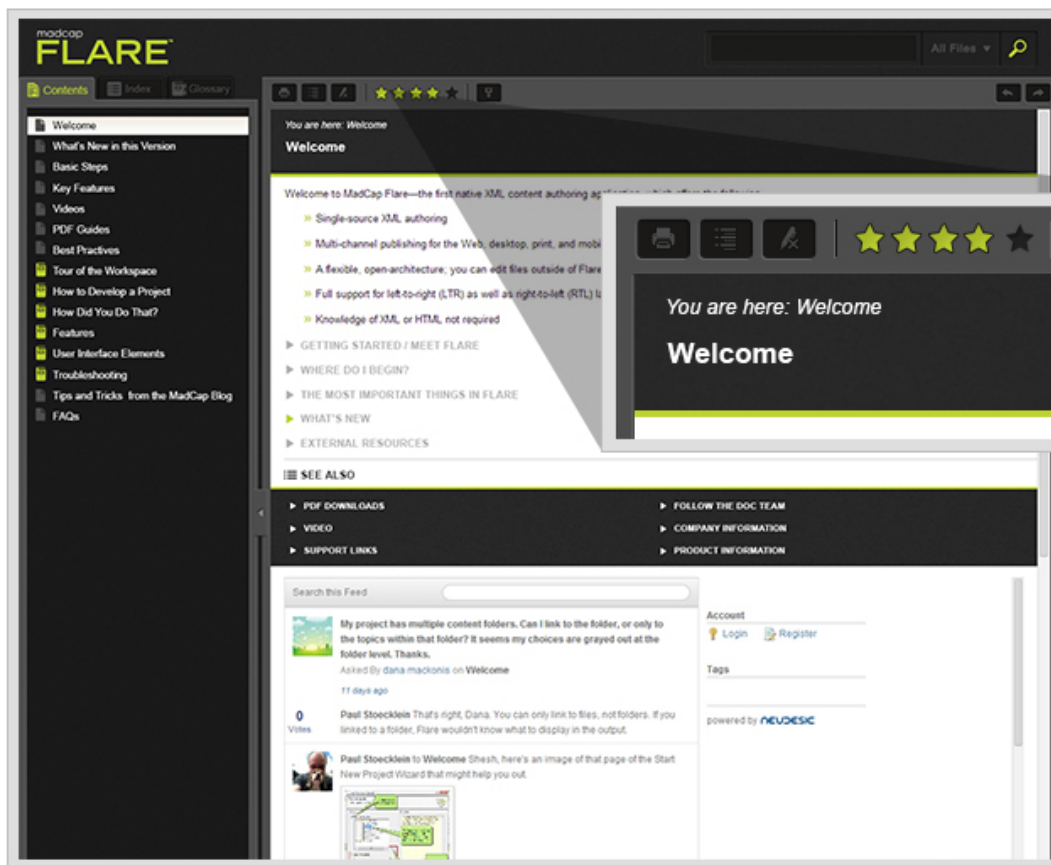
- Browser Statistics
- Context-Sensitive Help Calls
- Operating System Statistics
- Search Phrases
- Search Phrases with No Results
- Topics and Ratings



END USER FEEDBACK

TOPIC RATINGS

Allow users to quickly rate content



Style: Line ▾ Records: All ▾ Chart: View Count ▾ Legend: Path ▾

☐ Enable Date Filter:

Path	Title	View Count	Average Rating	Rating Count
Fruits/Banana.htm	Bananas	41	80	2
Fruits/Blueberry.htm	Blueberry	25	64	5
Vegetables/Artichoke.htm	Artichoke	11	40	1
Vegetables/Carrot.htm	Carrot	8	60	2
Fruits/Starfruit.htm	Starfruit	12	80	4
Fruits/Strawberry.htm	Strawberry	4	80	1
Vegetables/Cauliflower.htm	Cauliflower	7	60	1
Vegetables/Green Bean.htm	Green Bean	3	20	1
Vegetables/Asparagus.htm	Asparagus	9	100	1

Export (.csv) Export (.txt)

Refresh Data

TOPIC RATINGS

Gain insight on which topics are frequently viewed and user rating scores



RESULTS

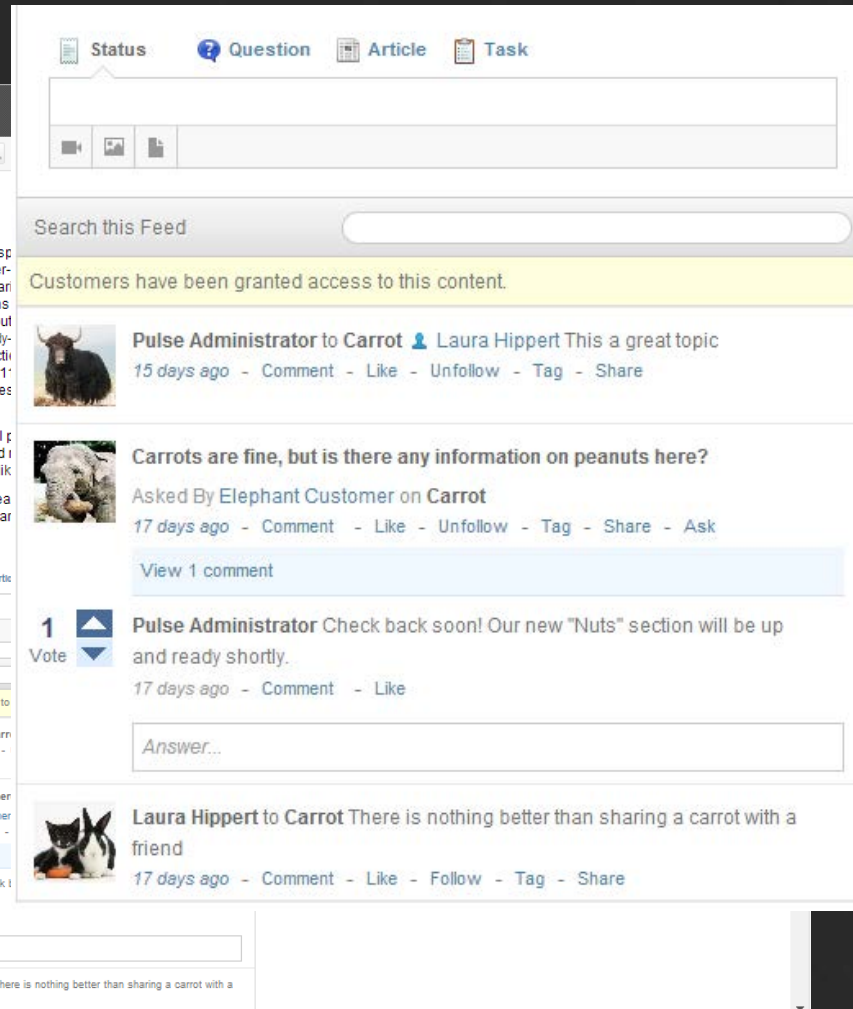
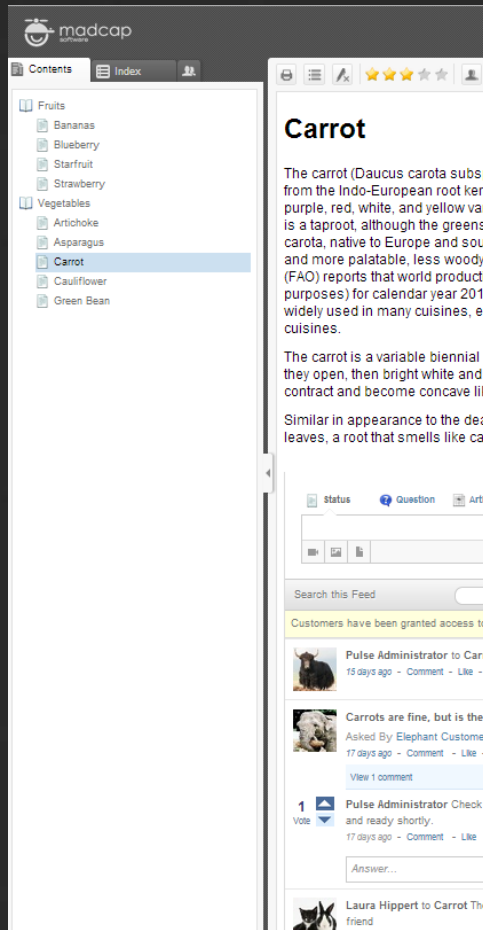
Straight Ahead





SOCIAL COLLABORATION

PUBLIC COLLABORATION



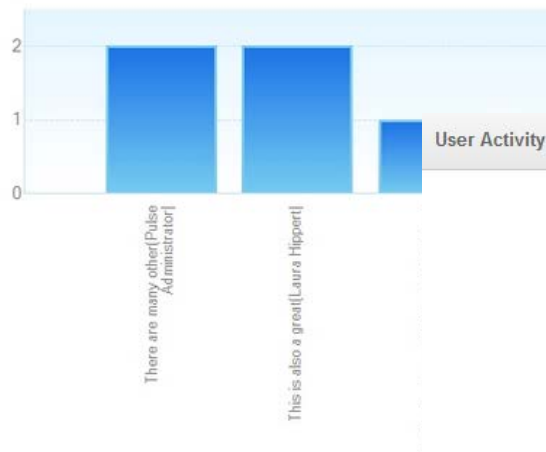
- Post Status, Question, Article, or Task
- Interact with other posts
- Like, Follow, Tag, or Share

Most Liked Activities

Start Date: 06/06/2014

End Date: 07/10/2014

Run



Posted By	Text
Pulse Administrator	There are many other kinds 17 days ago to Bananas (vi
Laura Hippert	This is also a great video: 17 days ago to Blueberry (v
Pulse Administrator	Starfruit gets a gold star. 17 days ago to Starfruit (vie
Pulse Administrator	Artichoke is amazing with I 17 days ago to Artichoke (vi
Pulse Administrator	Welcome to the Cauliflower 17 days ago to Cauliflower

Export

Accumulating Data on Public Social Collaboration

Start Date: 06/04/2014

End Date: 07/10/2014

User: Laura Hippert

Select User

Run



Date	Count
Week of June 1, 2014	0
Week of June 8, 2014	0
Week of June 15, 2014	0
Week of June 22, 2014	6
Week of June 29, 2014	2
Week of July 6, 2014	0

Export

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

The screenshot displays the Pulse software interface, which is designed for private collaboration. The top navigation bar includes links for Pulse, People, Groups, Tags, Systems, and Administration. A search bar is located in the top right corner.

The interface is divided into several sections:

- Find Groups:** A section with a search bar and a "New Groups" button.
- Find People:** A section with a search bar and a "New People" button.
- Profile Page:** A detailed view of a user's profile, including a profile picture, name, and a list of "Your Apps" (Most Recent, Files, Messages, Notifications, Tasks, Mentions). A "Customize your Apps" dialog box is open, allowing users to select the apps they want to display on their menu.
- Suggested People:** A section showing suggested people to follow, such as "Crazy For Bananas".
- Feed:** A feed of posts from users, including "Pulse Administrator" and "Laura Hipbert".

The interface is powered by NEUESIC.

MADCAP PULSE

NEW RELEASE ADDS NEW FEATURES AND ENHANCEMENTS

madcap
PULSE™

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

NEW RELEASE!

MadCap Simon's Feed

Questions

What does the HTML Canvas element do?
Asked by Carlos Hernandez
30 minutes ago • Comment • Like
5 votes

Ed Talmadge The HTML Canvas element is used to draw 2D shapes and images.
40 minutes ago • Comment • Like
5 People like this

Adam Ashraf Keep in mind that...
44 minutes ago • Comment • Like
10 votes

Jay Walkowiak followed 3 tags

Tricia Bender followed 4 groups

Carlos Hernandez there's a GREAT article on how to move from FrontPage to WordPress

Carlos Hernandez's Badges

Early Adopter

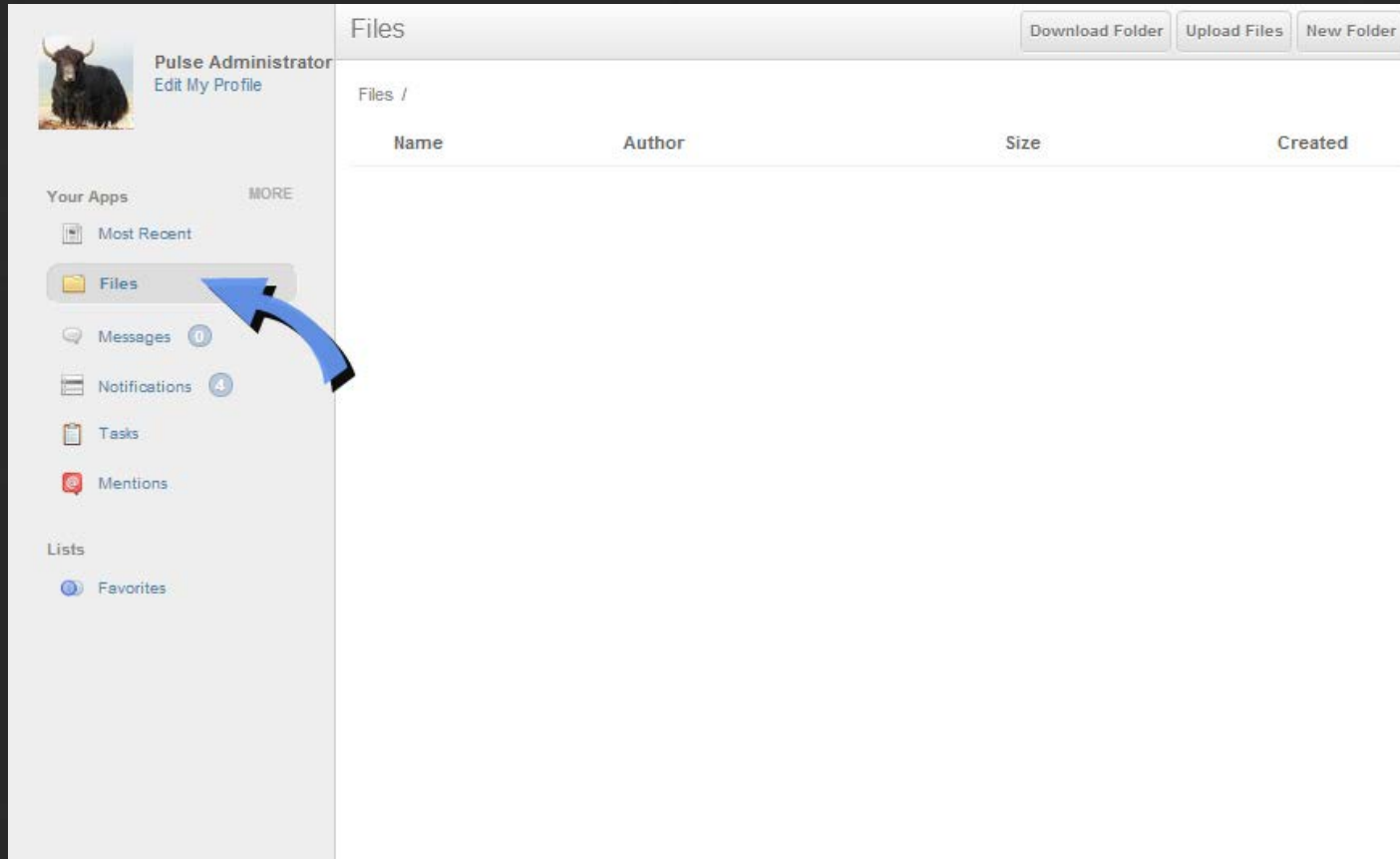
Line Graph showing usage trends over time (January 2013 to December 2013).

Month	Usage
January 2013	High
February 2013	Medium-High
March 2013	Medium
April 2013	Low-Medium
May 2013	Low
June 2013	Low
July 2013	Low
August 2013	Low
September 2013	Low
October 2013	Low
November 2013	Low
December 2013	Low

NEW FEATURES

- File Sharing
- Profile Enhancements
- Support for .NET 4.5, Windows Server 2012, and SQL Server 2012
- Administration Moderation

FILE SHARING



Use MadCap
Pulse like a
File Sharing
Service to
easily upload
files to feeds

PROFILE ENHANCEMENTS

Personal

Notifications

Personal Information

First Name

Pulse Administrator

Last Name

Email Address

Location

Phone

Cell

Save

Skills & Expertise

No skills & expertise recognized

Edit Skills

Experience

Not Found

Add Experience

Education

Not Found

Add Education

Certification

Not Found


Add Certification

- 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


Blue Community



Settings

Add Feed +


0 Updates



8 Topics

Search this System

powered by **NEUBESIC**



Personal Notifications

Pulse can notify you via email when events related to you occur. Use the following settings to control what events you'd like to hear about.

Send me email	<input checked="" type="checkbox"/> Receive email notifications when events related to you occur
Answers	<input checked="" type="checkbox"/> Receive notifications when people answer your questions
Comments	<input checked="" type="checkbox"/> Receive notifications when people comment on your posts
Likes	<input checked="" type="checkbox"/> Receive notifications when people like your posts
Follows	<input checked="" type="checkbox"/> Receive notifications when people follow you
Updates	<input checked="" type="checkbox"/> Receive notifications when people post on your feed
Mentions	<input checked="" type="checkbox"/> Receive notifications when people mention you in their posts
Asks	<input checked="" type="checkbox"/> Receive notifications when people ask you questions
Invites	<input checked="" type="checkbox"/> Receive notifications when people invite you to feeds
Daily Digest	<input checked="" type="checkbox"/> Receive a daily digest of Pulse activity
Tasks	<input checked="" type="checkbox"/> Receive notifications when task related activities occur
Messages	<input checked="" type="checkbox"/> Receive notification when people send you a direct message while you are away from Pulse
Skills & Expertise	<input checked="" type="checkbox"/> Receive notifications related to your skills & expertise
Post Approved	<input checked="" type="checkbox"/> Receive notifications when your moderated posts are approved
Post Rejected	<input checked="" type="checkbox"/> Receive notifications when your moderated posts are rejected
Post Pending Moderation	<input checked="" type="checkbox"/> Receive notifications when posts you moderate are pending approval

Save

Subscribe to All Administrators and Employees can subscribe to all topics in a Help System.

Basic Privacy

System Name

PulseDemo

Give this system a name so that people can find it.

Description

Enter a short description for the system page.

Audience

Employees and Customers ▼

Select the people who are allowed to interact with this System.

Embed Signing

☒ Require embed communication be signed by this system's certificate

Moderation

☒ All system posts must be approved by a moderator

Certificate

Not Specified

[Generate a new certificate](#) or [download the current certificate](#).

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.

Basic

Privacy

System Name

PulseDemo

Give this system a name so that people can find it.

Description

Enter a short description for the system page.

Audience

Employees and Customers ▼

Select the people who are allowed to interact with this System.

Embed Signing

☒ Require embed communication be signed by this system's certificate

Moderation

☒ All system posts must be approved by a moderator

Certificate

Not Specified

[Generate a new certificate](#) or [download the current certificate](#).

Basic Privacy

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

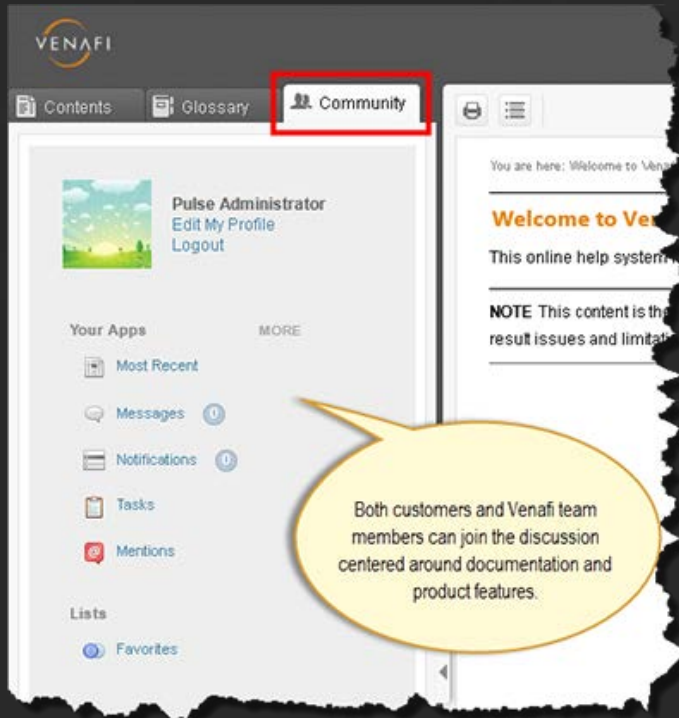
[Add a user or group...](#)

Save

Privacy Settings

In the Privacy section, the Administrator can determine the permissions granted to groups and individual users.

CASE STUDY: VENAFI



“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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August 25-26, 2014 (web-based)

**Offer valid through July 25, 2014.*

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JULY ONLY: Purchase MadPak or Flare Together with MadCap Pulse and Save 30%

To coincide with the latest release of MadCap Pulse, you can save up to 30% when you purchase MadPak or Flare together with MadCap Pulse.

*Offer valid through July 31, 2014. Certain restrictions apply.



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Questions?

Thanks for joining us!



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