



WEBINAR

Nestlé IT Combines MadCap Central with Google to Shape Learning and Development Content and Reduce Internal IT Costs



PRESENTED BY:

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Fueldner

Nestlé IT



BEFORE WE GET STARTED...



The webinar will be recorded
and emailed to all registrants

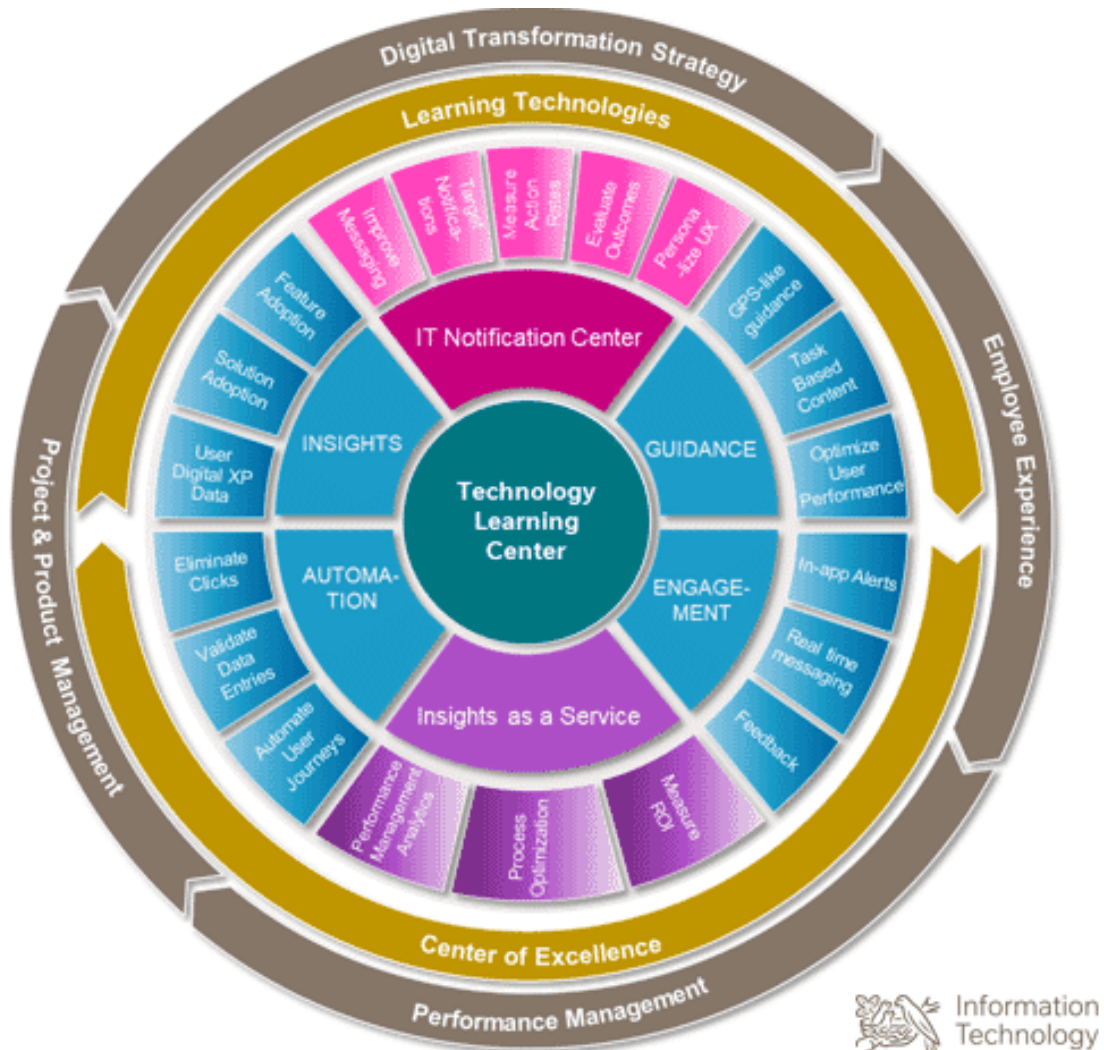


Use the Question Panel in
GoToWebinar to ask questions
throughout the webinar

Outline

- Introduction to Team & Purpose
- Introduction to our Products
- LEAP Learning Center: A Flare-based Knowledge Repository
- The IT Product Owner's Struggles...
- Data to the Rescue!
- Look into the Product Owner Dashboard
- Tools used as Data Sources and for Data Visualization
- Demo: Data Extract from Central into Google Data Studio
- Demo: A Data Tag's Journey from Flare to GTM to GA to the Dashboard
- The Value of Data as the Input for an Continuous Content Improvement Process

Workforce 360 Technology Learning Center (TLC) in Nestlé IT



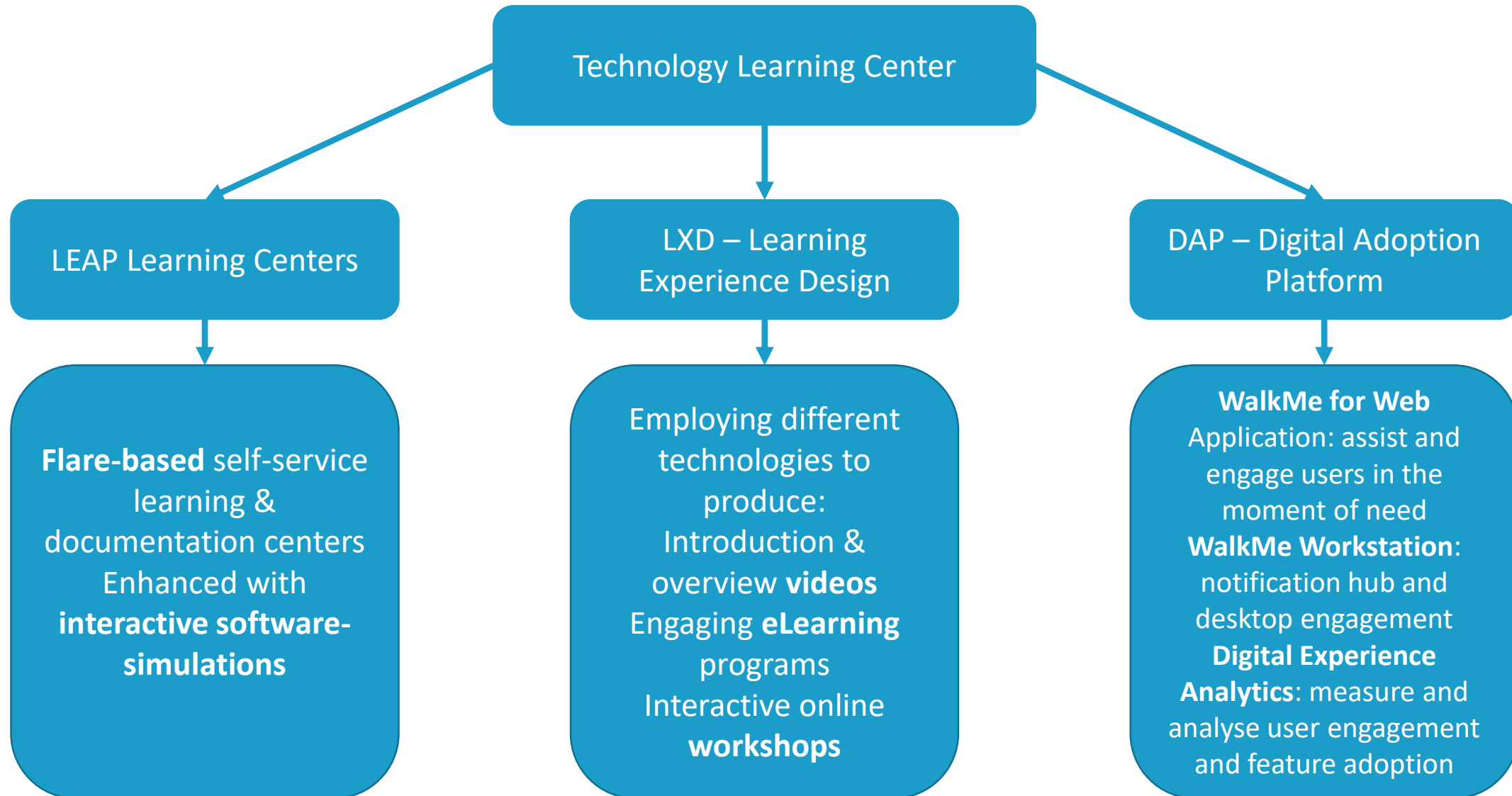
Helps IT Product Owners increase user adoption and engagement

Helps IT end-users be more efficient, self-sufficient

Increases employees' „digital dexterity“, their „ability and ambition to embrace existing and emerging technologies to achieve better business outcomes“ (Gartner, 2018)

Creates Performance Support and traditional learning products for and with IT Product Teams in a Center-of-Excellence Approach

Range of Performance Support & Learning Products



LEAP Learning Centers – A Flare-based self-service knowledge hub

The screenshot shows the LEAP IT Learning Centers website. The header includes the URL <https://digital-leap.nestle.com/Home.htm> and the site title "IT Learning Centers" with the tagline "Learn, Engage, Assist & Perform." and the Information Technology logo. A navigation menu on the left lists categories under "Products & Streams" and "End-to-Ends". A central banner for Acrolinx is displayed. A "Resources" section on the right lists links to the IT Product Catalog, Workplace, NCE Knowledge Center, Nestlé Service Portal, and Analytics Dashboard for LEAP Learning Centers. The footer contains copyright information and a link to Site Analytics.

Click a link to view the site in a new window.
Some sites require a VPN connection.

Products & Streams

- Analytics, Data & Integration (Power BI User Guides)
- Finance, Control & Legal
- SAP Concur
- Marketing, Sales & eBusiness
- Master Data Management
- Supply Chain & Procurement
- Technical and Production

End-to-Ends

- Hire to Retire
- Idea to Launch
- Order to Cash
- Source to Pay

Others

- Technology Learning Center
- Get Control!
- Onboarding Site for IT North America

Resources

- IT Product Catalog
- Workplace
- NCE Knowledge Center
- Nestlé Service Portal
- Analytics Dashboard for LEAP Learning Centers

LEAP IT Learning Center designed by the Technology Learning Center | © Copyright 2021 | This page updated on Wednesday, January 13, 2021
[Site Analytics](#)

LEAP = Learn, Engage, Assist, Perform

As of February 2021, the platform consists of 16 published Flare projects with close to 6000 topic pages

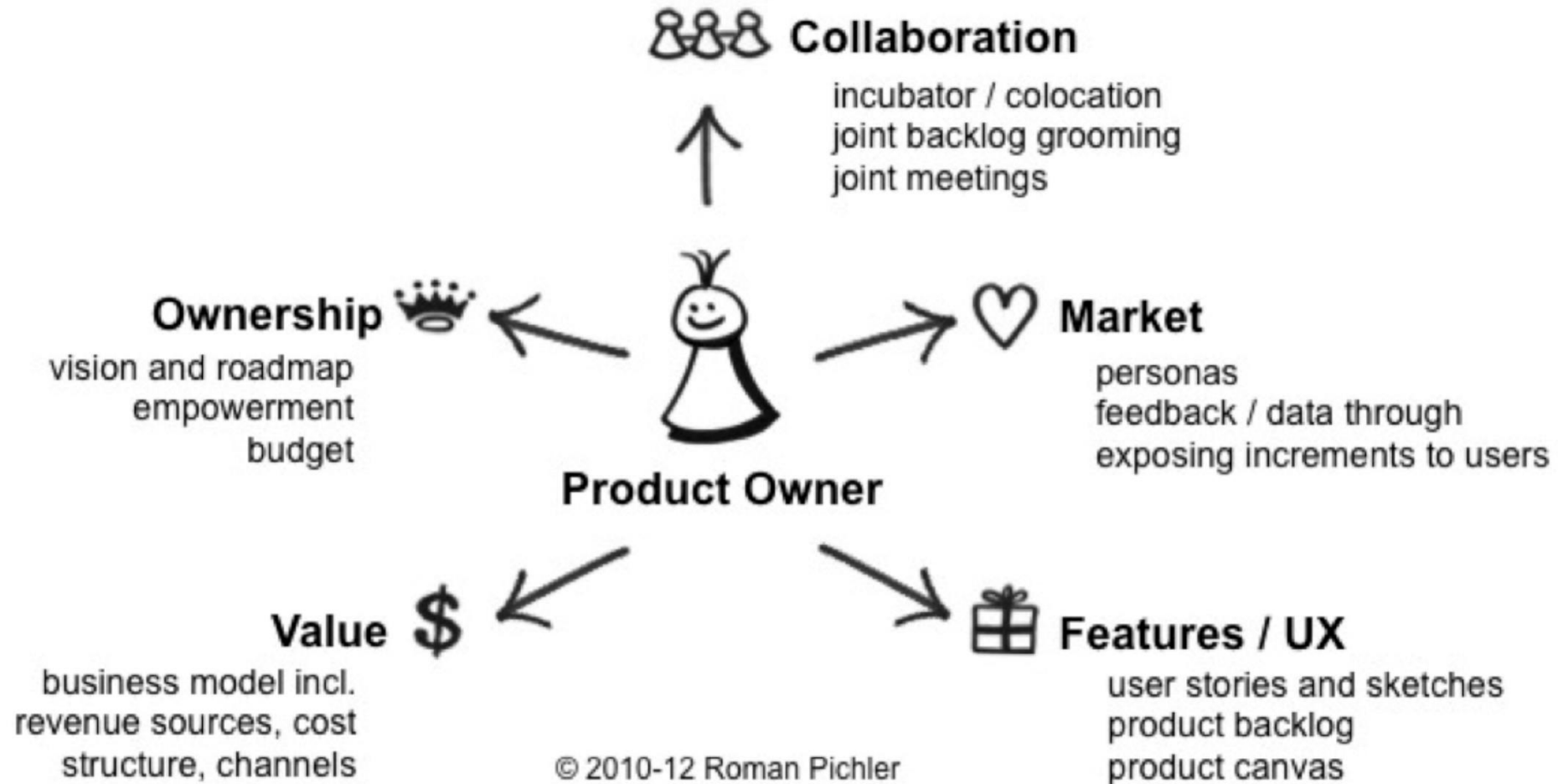
Between 5000 and 8000 unique monthly users

Content: process documentation, how-to's, user guides, tips & tricks. All related to internal technology products & processes.

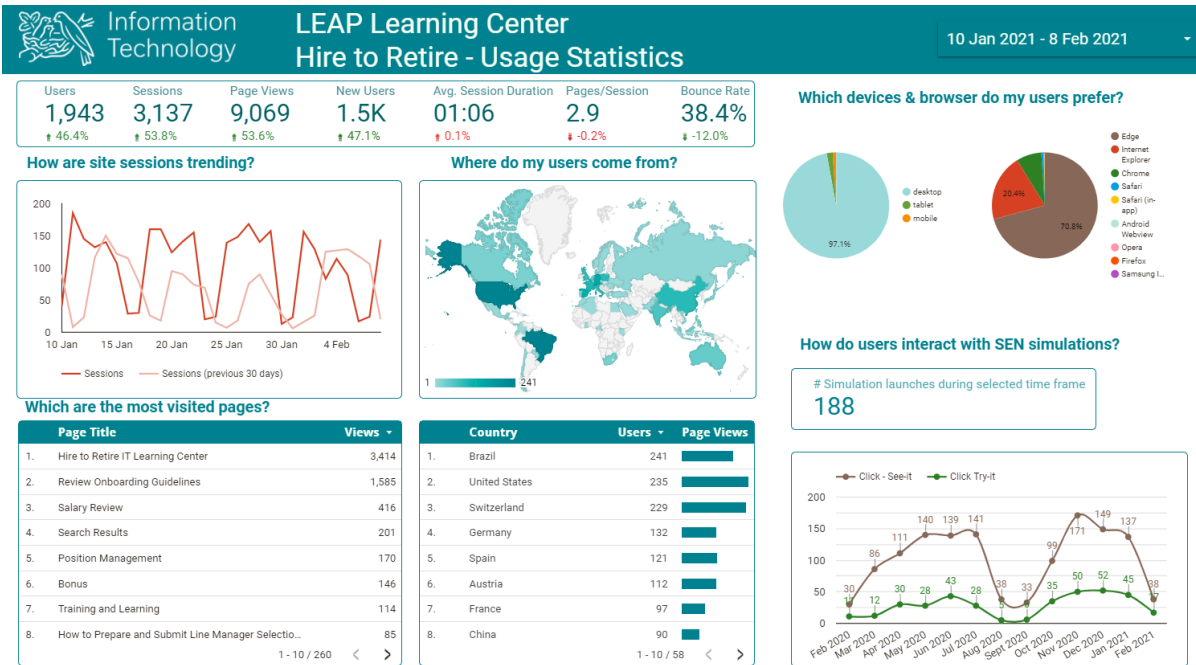
Covering topics as distinct as HR tech, procurement, master data management, IT project mgmt, travel & expense systems, factory asset mgmt, etc.

Overall net promoter scores for the biggest learning centers of 40-60

Being an IT Product Owners is hard...




What makes their live easier? Data!




What kind of data?

- Usage data
- Engagement data
- User feedback
- Search results
- Amount of content
- Content quality

What is reported?



Source to Pay Help

Search...

Sourcing: Define Strategy

Sourcing: Select Supplier

Contracting

Search and Order

Receive Goods and Services

Invoice and Pay

Manage Supplier Relationship

Governance and Compliance

Price Forecasting and Savings

Procurement Analytics

Master Data

Nestle Supplier Portal

Help with Tools and Access

Source to Pay Glossary

Statistics & Analytics

Reprint a PO

WHY	Purpose	On this page, you will learn how to reprint a PO in Ariba EasyBuy.
WHO	Audience	Requestors
HOW	Simulation	<div>See itTry it</div> <div>Simulation opens in a pop-up window. Make sure the browser does not block pop-ups by clicking the icon in the address bar and allowing pop-ups from the domain https://gbl-pr-sen-app.azurewebsites.net/.</div>

How to reprint a PO in Ariba EasyBuy.

- Click the GLOBE icon, search for **EasyBuy**.
- On the Ariba screen, search for the Requisition that you want to reprint the PO.
It may be through **Requisition Search** or **My Documents** list. **Make sure that PO is already replicated in the system.**
- Click **Change** to edit the requisition.
- Edit the requisition.
- Enter any number in the **PO Reprint** field to trigger reprinting.
- A new version of PR is created (V2 in this case).
- Click **OK**, then click **Submit**.
A notification confirms that your requisition was submitted.
- Check in **SAP** if the PO out is successfully reprinted.

Did you find this helpful?

LEAP IT Learning Center designed by the Technology Learning Center | © Copyright 2021 | This page updated on Wednesday, September 2, 2020 Site Analytics

How do content owners access it? – Right in their published learning center!

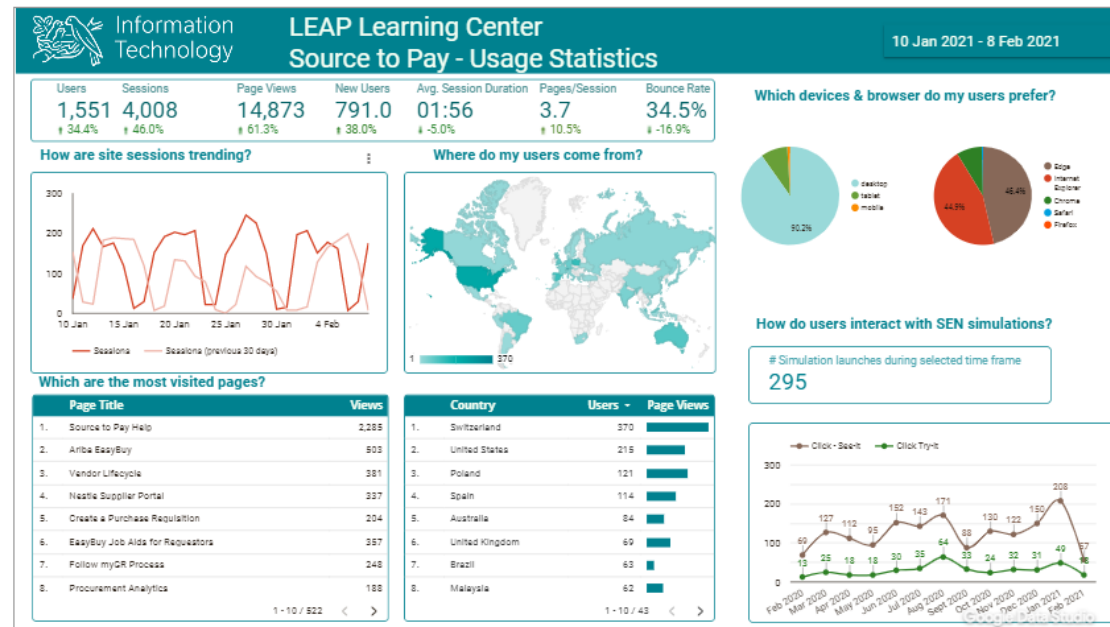
Sourcing: Define Strategy
Sourcing: Select Supplier
Contracting
Search and Order
Receive Goods and Services
Invoice and Pay
Manage Supplier Relationship
Governance and Compliance
Price Forecasting and Savings
Procurement Analytics
Master Data
Nestle Supplier Portal
Help with Tools and Access
Source to Pay Glossary
Statistics & Analytics

Statistics & Analytics

On this page we want to give you some metrics about your LEAP Learning Center that should help you answer the following questions:

- How many people access your Learning Center site?
- Which markets do they come from?
- Which pages are visited the most?
- What do your users search for in the Learning Center, what terms do they find or not find?
- How do they rate the usefulness of your content (Net Promoter Score, NPS)?
- How many pages are there in the Learning Center and how has their number evolved? and:
- What is the quality score (Acrolinx score) of the content published in the Learning Center?

Analytics Dashboard



How to use this dashboard?

Demo – Take a look at the dashboards!

Customer-Facing Dashboards (Google Data Studio)

- Published inside the individual Learning Centers
- Usage data: statistics about users, their devices, sessions and duration, page views, browsers...
- Engagement data: user interaction with specific page elements, or external links
- User feedback: widget at the bottom of every page
- Search results: positive results show if the content delivers what users search for or failed searches give hints to what users need; trigger to create micro content for top search queries
- Amount of content: development of number of pages in each published learning center over time
- Content quality: Score for the linguistic quality of the content

Team-Internal Dashboards (Google Data Studio + MS Power BI)

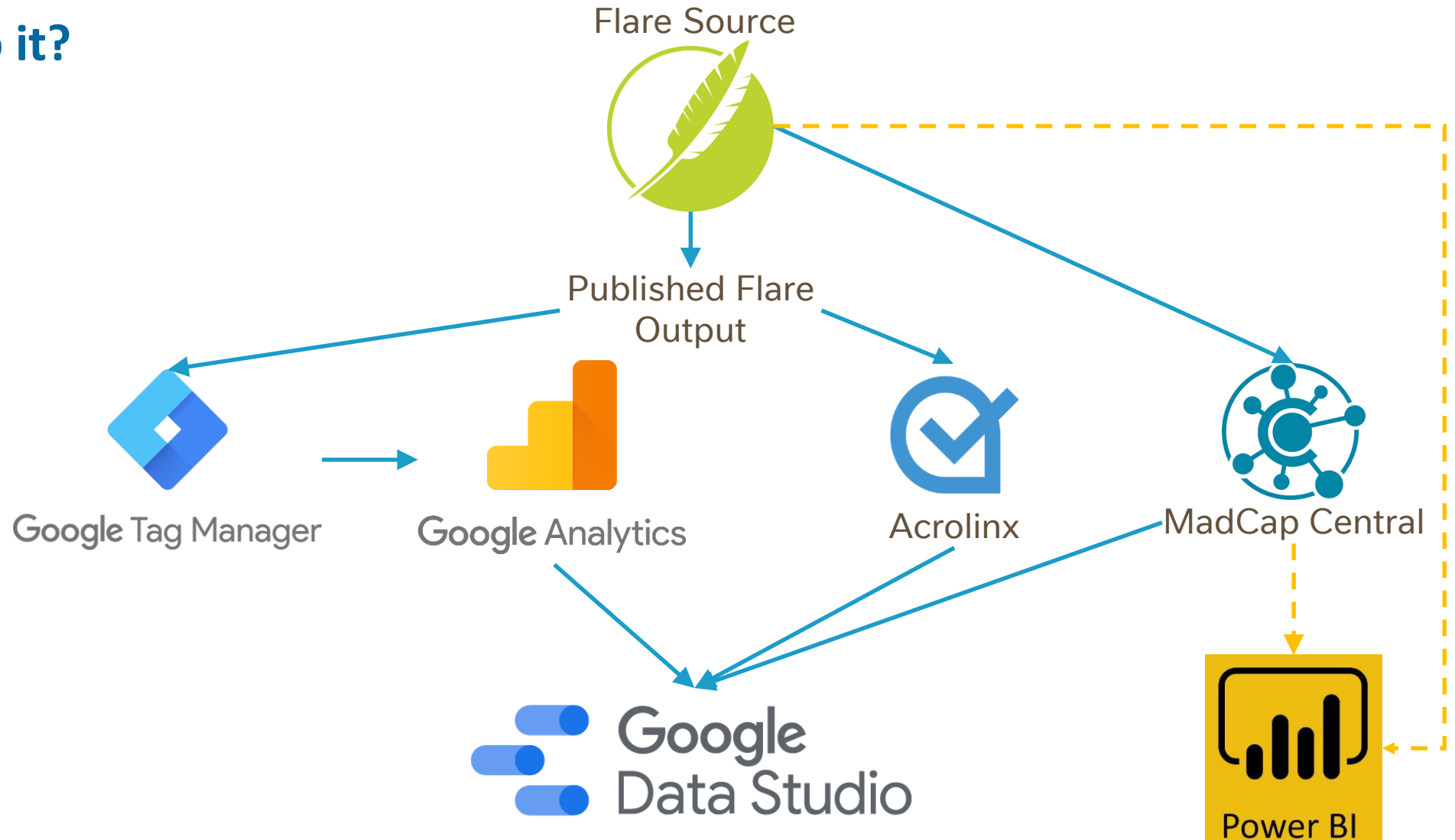
- Published inside a SharePoint page & MS Teams channel
- Aggregated view across all published Learning Center
- Additional: Catalog-view of all Flare content based on Flare file view exports

How do we do it?

Content Layer

Data Source Layer

Presentation Layer











Data Source #1: Google Tag Manager

1) Trigger: User Behavior (Click or Pageview)

2) Fires a Tag

3) Sends an event to Google Analytics

<input type="checkbox"/>	Click - Feedback-No	Google Analytics: Universal Analytics	 Feedback - Click - No - ID  Feedback - Click - No - Thumbsdown	Aggregate
<input type="checkbox"/>	Click - Feedback-Yes	Google Analytics: Universal Analytics	 Feedback - Click - Yes - ID  Feedback - Click - Yes - Thumbsup	Aggregate
<input type="checkbox"/>	Click - iLearn	Google Analytics: Universal Analytics	 Engagement - Click - iLearn	Unfiled items
<input type="checkbox"/>	Click - Link - CM Chat	Google Analytics: Universal Analytics	 Engagement - Click - CM Chat	Unfiled items
<input type="checkbox"/>	Click - Link - Nimbus	Google Analytics: Universal Analytics	 Engagement - Click - Nimbus	Unfiled items
<input type="checkbox"/>	Click - Link - SharePoint	Google Analytics: Universal Analytics	 Engagement - Click - SharePoint	Unfiled items

Data Source #2: Google Analytics

Overview

Create Shortcut **BETA** 



Google Analytics: Receives page view and tag fire events from GTM. Collects all data regarding user statistics, page views, durations, etc. Can be used to segment data (in our case based on subfolders in published output, eg. https://digital-leap.nestle.com/s2p/*)

Data Source #3: Acrolinx



Acrolinx: AI-powered content analytics tool that provides a score for content quality.

Helps to streamline and improve text readability, clarity, remove bias, etc.

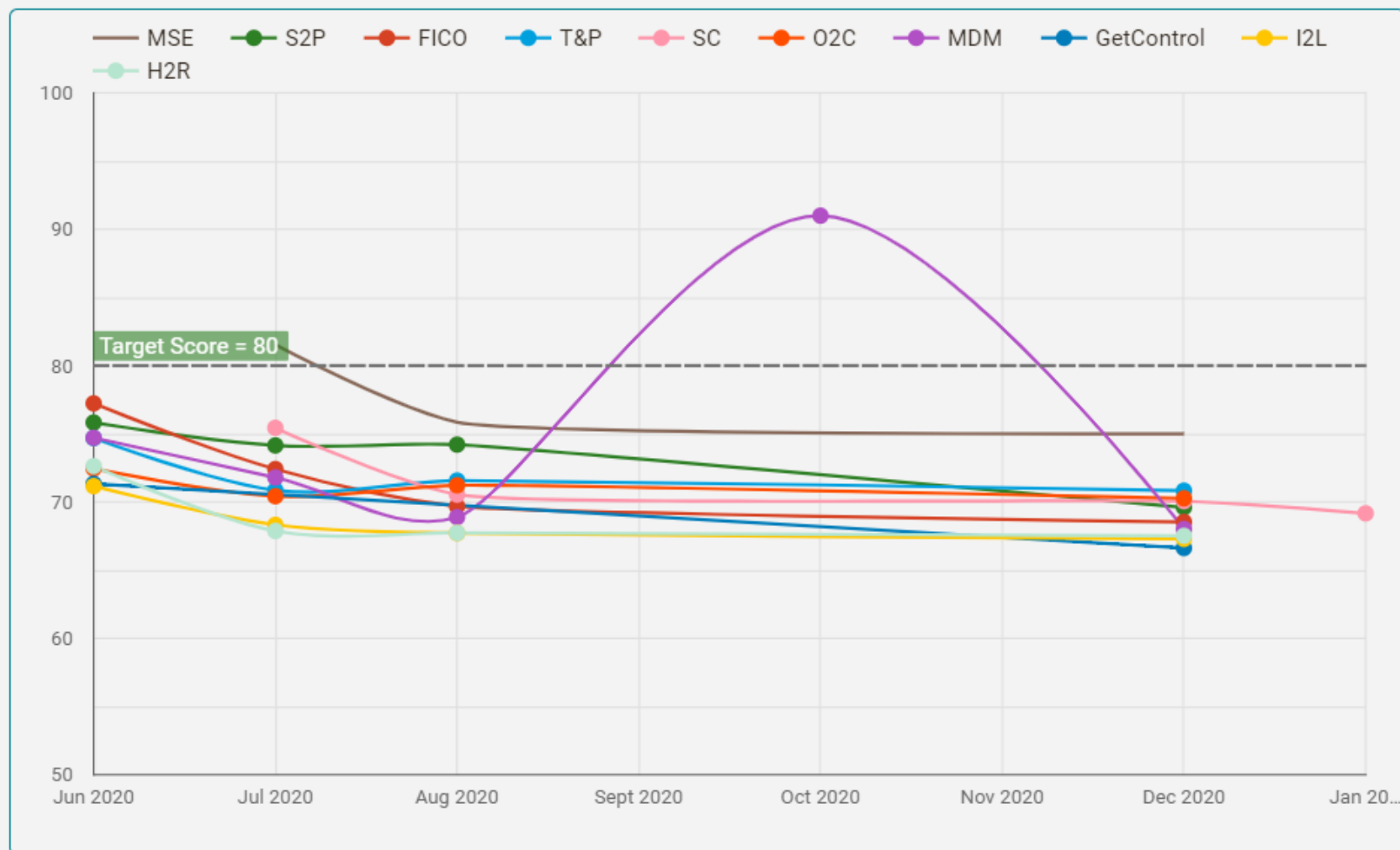


What was the last check result for each Learning Center?

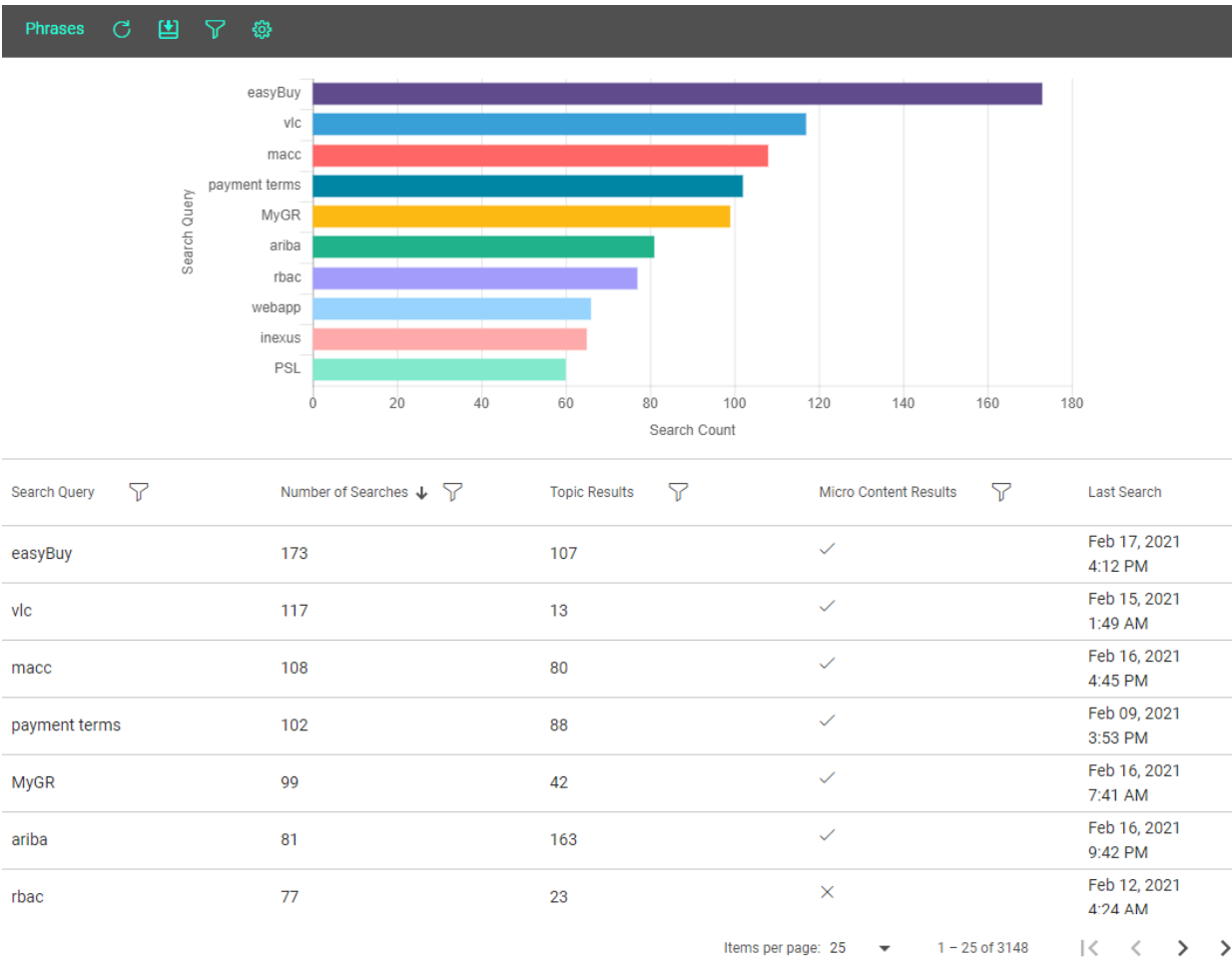
Learning ...	Last Chec... ▾	# Pages	Score
SC	Jan 2021	1	74
SC	Jan 2021	23	69
SC	Dec 2020	2	63.5
GetControl	Dec 2020	16	65
O2C	Dec 2020	882	70
T&P	Dec 2020	856	71.5
SC	Dec 2020	163	70
S2P	Dec 2020	593	70
MSE	Dec 2020	106	76
I2L	Dec 2020	100	68
MDM	Dec 2020	458	69
FICO	Dec 2020	694	69
O2C	Dec 2020	1	73
H2R	Dec 2020	345	68
MDM	Oct 2020	2	91
MDM	Aug 2020	11	69

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What is the Acrolinx Score per LEAP Learning Center (last 6 months)?



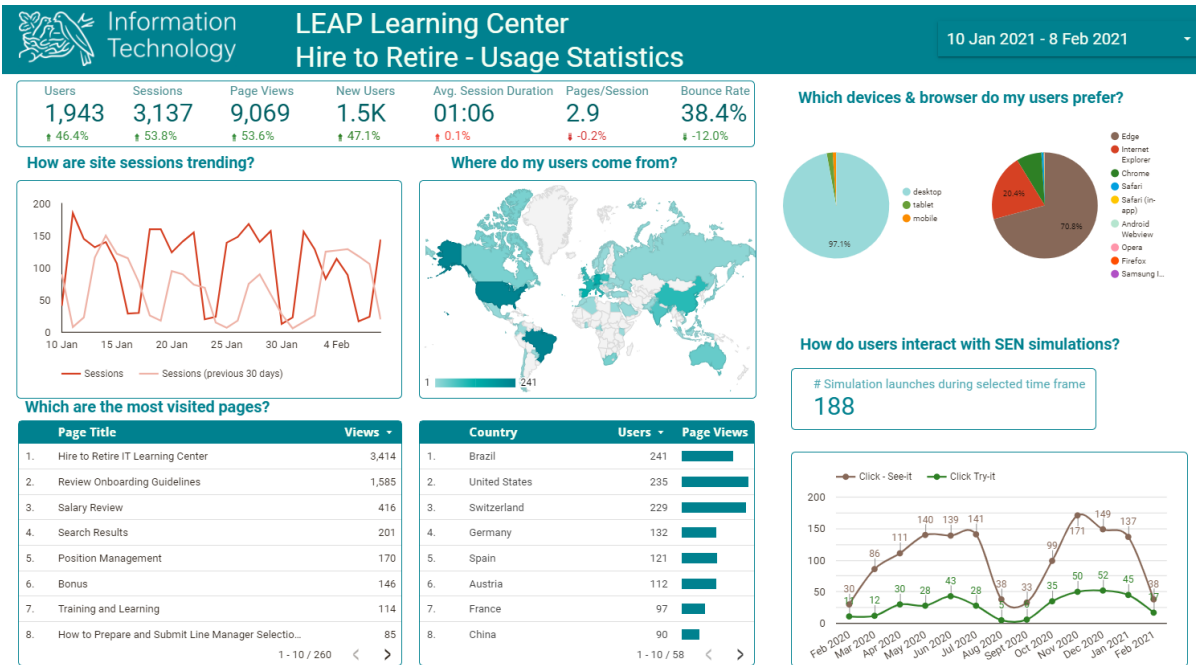
Data Source #4: MadCap Central



MadCap Central: Provides the data about search behavior and number of pages per project.

Currently, this is a manual CSV file export. Files go directly into Google Data Studio and MS Power BI.

Data Presentation Tool #1: Google Data Studio



Google Data Studio: Produces user-friendly, good looking dashboards.

- Relatively easy to create
- Can use multiple data sources
- Published dashboards are easy to share with wide audiences and to embed in Flare pages

Uses the segments from GA to filter data and produce project-specific dashboards.

Data Presentation Tool #2: Microsoft Power BI

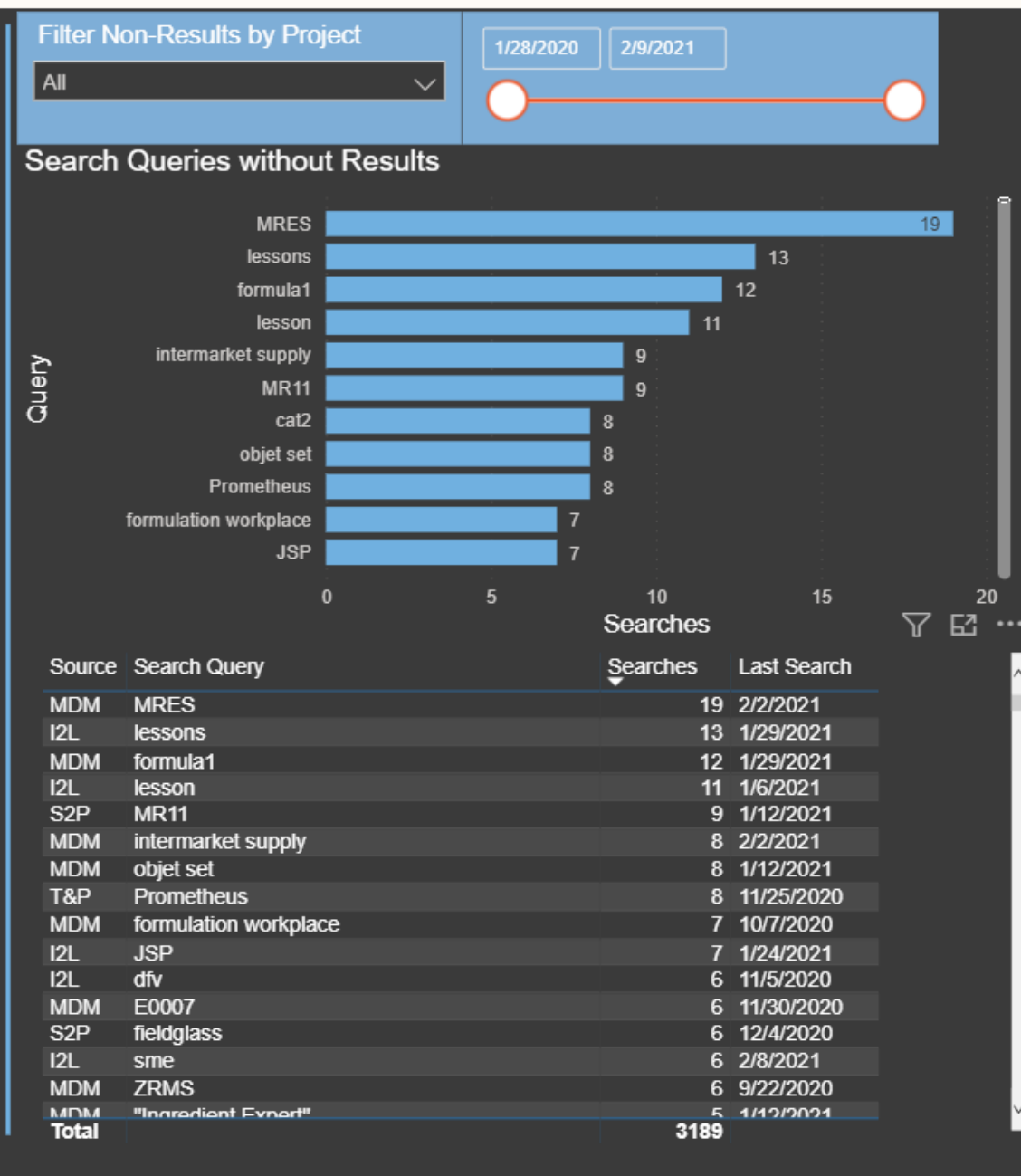
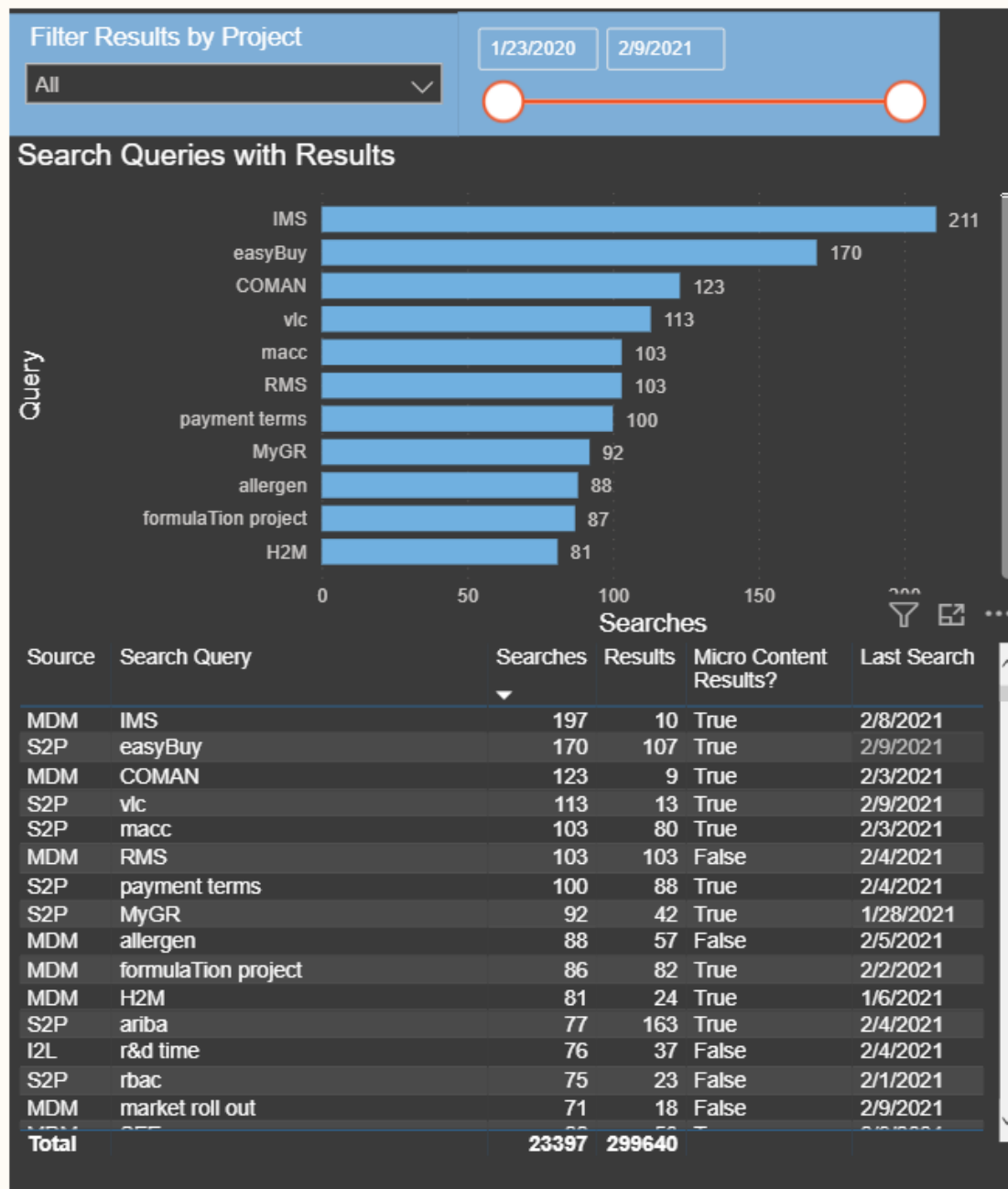


Power BI

MS Power BI: Advanced business intelligence and analytics tool.

Used to create dashboards for team-internal use about search behavior across all Flare projects and content volume development.

Learning Center Search Queries with and without Results



MadCap Central – Data Extract



Step 1: Download CSV File from Central

Step 2: Add CSV file as additional data source to Google Data Studio Dashboard

Step 3: Create visuals that access the new data source

Step 4: Filter data and style the visual as you like

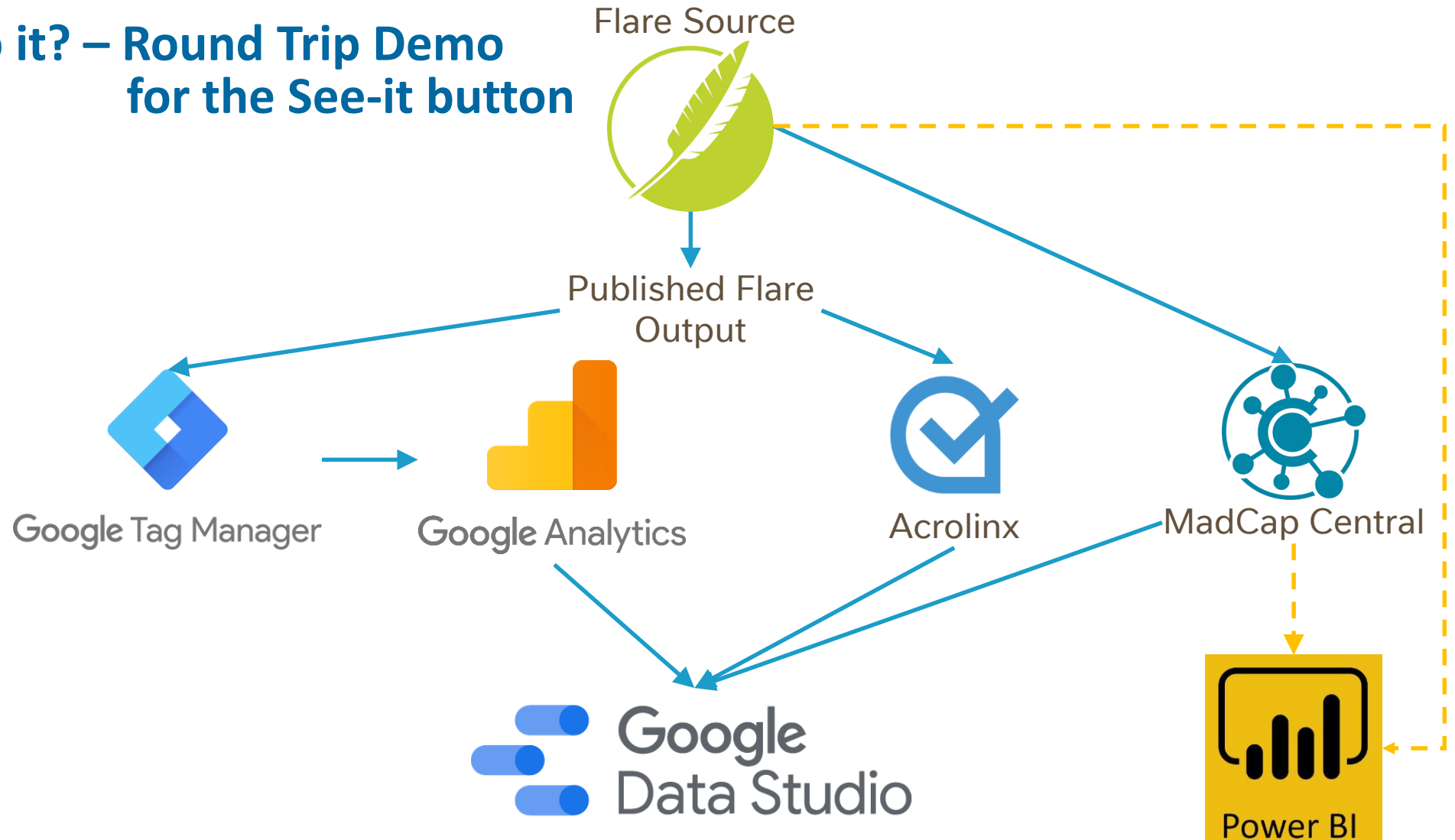
Let's take a look!

How do we do it? – Round Trip Demo for the See-it button

Content Layer

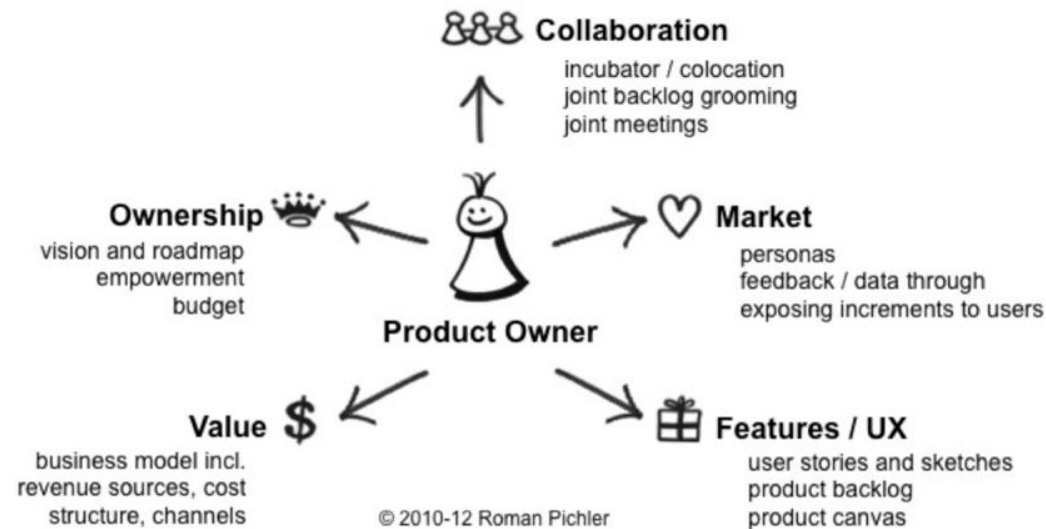
Data Source Layer

Presentation Layer



Value of Reporting Dashboards or Product Owners

Being an IT Product Owners is hard...



Help Product Owners deliver some of the data they are measured against:

- User adoption
- User feedback on documentation
- End user training
- Process documentation

Data: The Input for a Continuous Content Improvement Process

Usage Numbers:

- Are they too low?
- How large is the expected target audience?
- Did they move in the expected direction during the last 3 months?
- What are the most used pages / unused pages?
 - ➔ Need for comms/awareness campaign

User Satisfaction Result:

- More positive than negative votes?
- Any significant changes relative to previous quarter?
 - ➔ Conduct further analysis or thorough user survey
 - ➔ Contact user sample and ask for their opinion



Quarterly Review Meeting

Engagement Data:

- Are users interacting with external resources?
- If not, do they know about these resources?
 - ➔ Change location of underutilized links, make more prominent
 - ➔ Retire unused links, material

Search Data:

- Are users finding what they search for?
- Do we provide microcontent for top search results?
 - ➔ Analyze search queries without hits
 - ➔ Create new content to improve search results
 - ➔ Create microcontent for top queries to improve UX

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LIVE WEBINAR



QUESTIONS?