



CASE STUDY

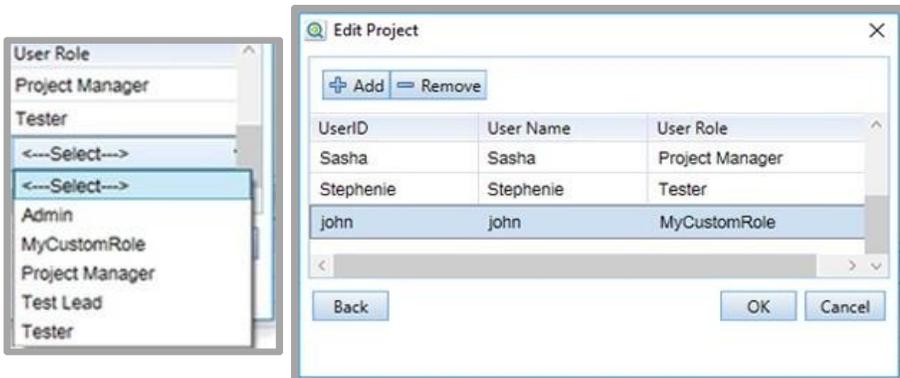
KNOWLEDGE MANAGEMENT PLATFORM AS PART OF PRODUCT OUTREACH FOR A LEADING TECH FIRM

Administration of a global online community of product end-users and developers through a digital platform

Client Background

Our client is a leading SaaS technology firm that develops software products for a variety of custom applications. The client had developed a new product and released it with new features. However, they felt a need for better outreach and a smoother product roll-out by communicating with their end-users more clearly. The key objectives of the client included:

- Simplify explanation of new features to end-users.
- Reduce the need for support calls.
- Shift focus on product development from professional services.
- Provide support for end-users from around the globe.



KEY BENEFITS

- Ensured transparency of customer communication during major roll-out
- Built a common community for end- users and developers
- Reduced support calls by 33%, by redirecting end-users to the tutorial videos
- Reduced the overall maintenance cost by about 25%
- Cemented new knowledge within learner through assessments

Xoriant Solution | Key Contributions

The client approached Xoriant for our expertise and trendsetting approach to develop radical new learning solutions. Xoriant proposed the development of micro-interactive tutorial videos to explain the new features in every update. These videos were released regularly on a revolutionary new digital portal. Xoriant technology experts developed a Knowledge Management Platform to host, update, and track the content in real-time. We also included an online assessment platform for the users to test their knowledge. Our key contributions include:

- Understanding the developer's perspective of the client's new product and its features with an accelerated learning curve by seeding a Xoriant professional.
- Understanding the end user's perspective by interacting with the customer support team to design the curriculum for the tutorial videos.
- Updating the micro-tutorial videos as and when the product was upgraded and released with new features or patches.
- Eliminating dependency between Professional Services and Development teams to speed up the process.
- Developing a thriving community of users by rewarding them for using the platform and learning the new features.

Client Testimonial



Xoriant helped ensure smooth roll-out of our new product during the most critical stage. This radical product outreach solution has led to a culture of growth, acceptance, and understanding being fostered around our new product.



Technology Stack

LAMP | HTML5 | RAPID Authoring Tools | Adobe CC



Xoriant is a product engineering, software development and technology services company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 4000+ software professionals. Xoriant has deep client relationships spanning over 30 years with various clients ranging from startups to Fortune 100 companies.