



## PRODUCT + TECH SUPPORT CONTENT

40% of user interfaces are text. Customers prefer knowledge bases over other self-service channels.

Your labels, descriptions, instructions, error messages, tips, FAQs, and how-tos help customers help themselves...and help you retain them.

### OUR EXPERIENCE

With our robust content capabilities as well as our diverse experience, Content Science is a powerful product content partner.

We craft clear and useful interface text to keep your customers on the happy path through your product. We make technical support easy to find, understand, and use.

### SAMPLE CAPABILITIES + ACTIVITIES

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| <ul style="list-style-type: none"><li>• User journeys + content mapping</li><li>• Content design + UX writing</li><li>• Voice dials</li><li>• Wireframes + content tables</li><li>• Content strategy + planning</li><li>• Taxonomy + navigation</li></ul> | <ul style="list-style-type: none"><li>• Community management strategy</li><li>• Web analytics</li><li>• Customer resolution + satisfaction</li><li>• Content effectiveness evaluation</li><li>• Globalization + localization strategy</li></ul> |
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### SAMPLE PRODUCT + TECHNICAL SUPPORT CLIENTS



We trained product marketing teams in content strategy and planning to provide well-coordinated technical content.



We planned and created product content for BBVA consumer offerings as part of a website redesign.



We crafted and tested interface concepts for a new consumer product. We defined tone across product + support.