



## Technical Communications Consulting, Inc. **Product Development Services and Capabilities**

### **Mission**

Technical Communications Consulting, Inc. (TCC) provides cost-effective, results-oriented informational, instructional, and technical marketing communications to help companies deliver, market, and support their products and services.

TCC's experienced consultants work with account managers, product managers, technical experts, technical support, and customer service representatives to define, design, develop, and deploy timely, user-friendly communications that make business sense.

### **TCC Services**

TCC works carefully with clients to assess communication needs and tailor the level of service to project requirements and constraints. Our services fall into five categories:

- Product Documentation
- Instructional Design and Training Module Development
- Technical Marketing Communications
- User Support Information, for example, FAQs
- Documentation and Training Project Management

### **Product Documentation**

#### **Objective**

- Create product information for specific user roles, such as end users, system administrators, installers, and technical support

#### **Typical Deliverables**

- Documentation plans and specifications
- User, installation, system administration, reference, and technical support guides
- Online help
- Quick reference cards

#### **Business Needs and Challenges Addressed**

- Enhance product image with usable, timely and accurate information
- Contain product development costs by carefully targeting product information
- Meet corporate and regulatory requirements for product information

### **Instructional Design and Training Module Development**

#### **Objective**

- Provide the learning materials that enable users to become proficient with the product and integrate its use into the performance of their job duties

#### **Typical Deliverables**

- Training needs analysis and training requirements
- Site-specific training programs
- Authoring of instructor and participant training materials and modules
- Learning assessments and evaluations
- Training the trainer

#### **Business Needs and Challenges Addressed**

- Bridge the gap between technology systems and user performance
- Facilitate transfer of expert techniques into general use
- Utilize instructional techniques for diverse backgrounds and learning styles



## Technical Marketing Communications

### Objective

- Reach technical buyers with accurate, compelling technical details of product capabilities and features

### Typical Deliverables

- Product and technical data sheets
- Product demos
- Intranet product content
- Account team training and transfer of information events

### Business Needs and Challenges Addressed

- Enable internal users to sell the product
- Assist product development with training of sales and account teams

## User Support Information

### Objective

- Provide on-going product support communications

### Typical Deliverables

- Analysis of the frequency and type of support information needs
- Support information products utilizing appropriate media and content, for example:
  - Blog, wiki, or other communication forum
  - Online or Web-based troubleshooting tips
  - Frequently Asked Questions

### Business Needs and Challenges Addressed

- Reduce HelpDesk calls and promote on-going product learning
- Capture internal and external product knowledge to improve support delivery

## Documentation and Training Project Management

### Objective

- Deliver product documentation and training programs on-time, within budget while maintaining the highest possible level of quality

### Typical Deliverables

- Documentation and training project plans
- Documentation and training project issue tracking and risk management
- Documentation and training standards such as templates, glossaries, editing checklists, and review checklists

### Business Needs and Challenges Addressed

- Utilize repeatable, standardized documentation and training development processes
- Reduce the risk inherent in documentation and training development
- Relieve product development and service delivery managers of the detailed management of product documentation and training projects



## **Selected Clients and Projects**

TCC develops communications and training for companies and agencies. Below are synopses of selected client projects. References and sample deliverables are available upon request.

### **Motorola, Inc.—User Support Documentation**

TCC interviewed regional directors at Motorola's wireless infrastructure customer to determine their organizations' support roles and information needs. Then, working with Motorola's lead technical support personnel, TCC analyzed support tasks and support information available within Motorola's call tracking system. Motorola used TCC's deliverable--detailed specifications for complete system documentation--to guide the development of a multi-volume documentation set.

### **Symantec Corporation—Product Documentation and Training**

TCC developed help and documentation from a single electronic source for application performance monitoring software. For the same software, TCC created instructor-led training courses for 1<sup>st</sup> and 2<sup>nd</sup> tier support personnel following Symantec's training development process. TCC also coordinated "transfer of information" events and prepared hands-on sessions for sales and support to learn directly from product development groups.

### **FinanceSeer, LLC—Technical Marketing Communications**

TCC developed product data sheets, web content, and an installation guide for FinanceSeer's new product launch. TCC's information architecture skills helped FinanceSeer define the layout and flow of their website. The highly visual product data sheets enabled FinanceSeer to quickly communicate their product's sophisticated technical capabilities.

### **FTD, Ltd.—Product Documentation, Software Flash Demos**

TCC updated documentation for a new release of FTD's point-of-sale system for florists. To increase florists' interaction with FTD, TCC created a wiki for florists containing the latest information on their FTD systems. Working with FTD instructional designers and trainers, TCC also created Flash movies demonstrating new software capabilities.

### **Progeny Dental—Single-Sourced Product Documentation**

TCC developed installation manuals, user guides, and service manuals for three generations of the Progeny's dental X-ray equipment and image management software application. By creating help and manuals from a single electronic source, TCC dramatically cut information development costs.

### **GMAC Home Service—Web-based User Assistance, Work Process Documentation**

TCC developed web-based help and 5 Adobe PDF manuals from a single electronic source for franchise brokers and agents using GMAC Home Service's intranet content management system. TCC also created work process documentation for the GMAC Home Service's corporate office.

### **NCH Marketing Services—Technical Sales Intranet Knowledge Base**

TCC developed an intranet site with information on NCH's products and services. Intended for NCH's account teams, the site is NCH's go-to knowledge base for information on product capabilities and positioning, product installation and use, and troubleshooting. TCC continues to update and expand the site.

### **Lake County Stormwater Management Commission—Technical Reference Manual**

TCC worked with SMC staff, engineering consultants, and stakeholders to compile a technical reference manual for homeowners and developers. Using a collaborative approach to outlining the content for the manual, TCC has helped SMC further its wetland preservation mission.



## Capabilities

### Best Practices

Technical Communications Consulting, Inc. uses best communications practices in all our services to achieve high-quality communications products.

#### Usable Information Design

TCC's accessible screen and document designs minimize cognitive load and enable users to find what they are looking for as quickly as possible. After clients approve the design, TCC automates the design by creating page layout templates.

#### Collaborative Development Process

TCC believes that excellent, effective communications result from successful collaboration between sponsors, stakeholders, and communicators. TCC facilitates this collaboration by using a multi-stage project process that includes review, revision, and approval at each project stage (requirements, design, and preliminary and final drafts).

#### Single-source Publishing

TCC saves clients money by finding opportunities to create multiple publications from one electronic content source. If single-sourcing makes sense, TCC sets up the single-source content management and publishing system.

#### Software Simulations and Demonstrations

TCC creates software movies that add a multimedia dimension to Web sites, online help, and presentations. By adding interactivity, TCC can transform software movies into tutorials and training modules.

#### Quality Writing

TCC's quality control process ensures that all deliverables contain clear writing that is appropriate for the audience, medium and purpose. TCC creates style guides and glossaries for each project, and an editor reviews all deliverables. TCC consultants are trained users of the Information Mapping methodology and templates.

#### Documentation and Training Project Management

TCC builds and leads project teams that deliver project results on time and within budget. TCC's clear project communications and quick problem resolution keep projects on track.

## Tools

TCC has experience in many tools. Other tool capabilities may be added upon request.

Microsoft Office Suite 2003 and 2007, RoboHelp X5, MadCap Flare 6.0, Visio 2007, SnagIt 9.0, Adobe CS4 (Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Pro), Adobe Framemaker 8.0, Vasont 10, XMetaL Author 4.6, GotoMeeting, Blackboard Learning System, MadCap Mimic 2.0, Adobe Captivate 3.0

## Staff

TCC's experienced consultants have a wide range of skills and work samples. Resumes are available upon request.

## Certifications and Affiliations

TCC is certified as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council and as a Female Business Enterprise (FBE) by the State of Illinois.



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## About the Principal

Dr. Andi Dunn is a professional communicator with 20 years of experience in the analysis, design, and development of technical and instructional communications, having served as a staff writer, lone writer, and documentation team manager. Dr. Dunn began work in the area of technical information design and development as a technical communicator, first with the Center for Computer-Aided Design at the University of Iowa and later with Motorola, Inc. In 2001, Dr. Dunn founded Technical Communications Consulting, Inc., a small, woman-owned business serving the technical communications needs of corporations and non-profits in the Chicago area.

Dr. Dunn has high standards and a demonstrated ability to work effectively with stakeholders and clients. As a team leader and business owner, she is valued both for her technical knowledge and for her ability to ensure incisive project communications and stellar final deliverables.

Dr. Dunn holds a Ph.D. in Linguistics from the University of Illinois at Urbana-Champaign.