

# MIGRATING SUPPORT

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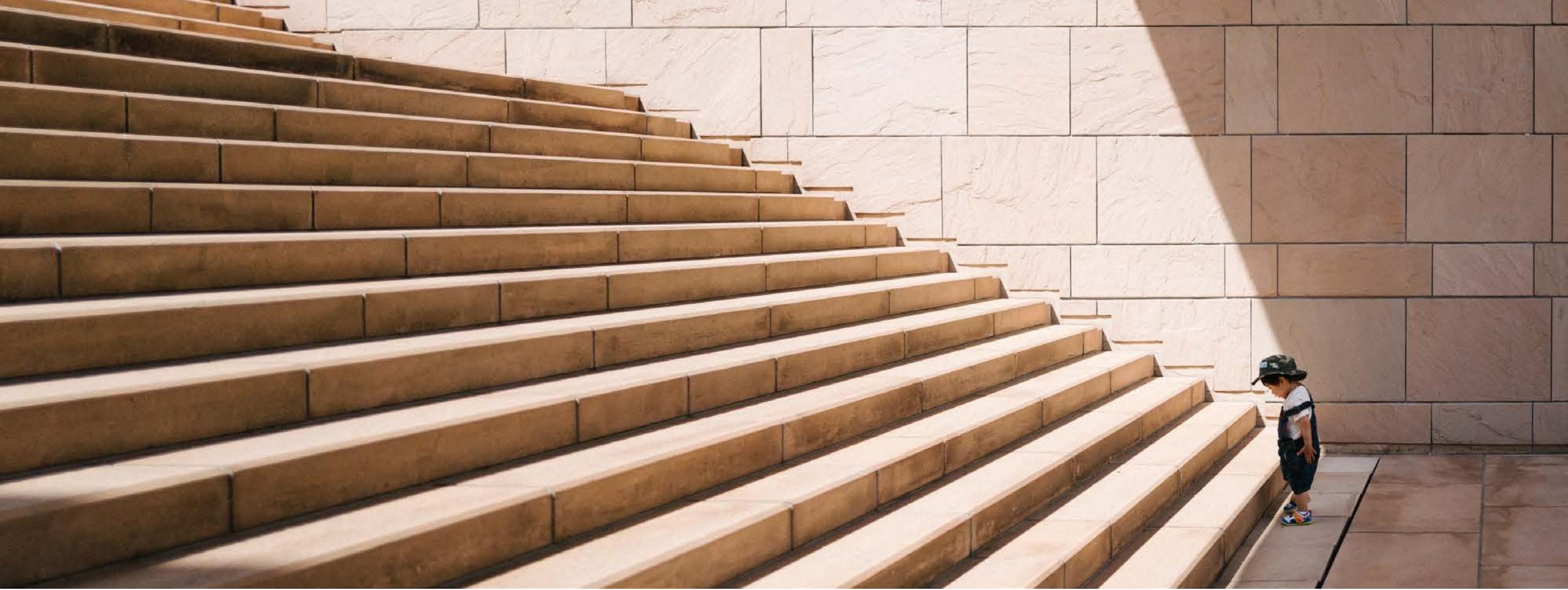


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**“SOUND STRATEGY STARTS WITH  
HAVING THE RIGHT GOAL”**

Michael Porter, Harvard Business  
school

# OVERVIEW

Due to the “sunsetting” of an enterprise billing application, the functionality needed to migrate to a new system. This included moving support and training content. Strategic planning was necessary to:

- Ensure the migration happened in a timely fashion
- Switch existing customers over to new experience smoothly
- Onboard new customers to migrated experience only
- Simplify content to align with new navigation and templates

# CREATING A PLAN

The scope of the migration project was larger than one release since releases occurred monthly. Creating a plan, splitting the work up logically, and ensuring quick turnaround for reviews was imperative.

- Colleagues from multiple functional areas (development, test, UX, program management) came together in a series of working sessions
- The work was split between 3 releases, with the first release focused on new customers
- A schedule for reviews and identification of “accountable” resources drove quick turnaround



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**“THE ESSENCE OF STRATEGY IS  
CHOOSING WHAT NOT TO DO”**

Michael Porter, Harvard Business  
school

# SIMPLIFYING SUPPORT AND TRAINING CONTENT

The support and training content for the billing application had been added to in a haphazard fashion over 4 years. Much of the material was outdated, inconsistent, and didn't use the same templates. One of the early topics the working group tackled was simplifying and modernizing the support and training content.

- An inventory of every single topic available across several modalities was created
- Out of date topics were eliminated and similar topics were combined
- A new support and training template and style guidelines were created

A5 : X ✓ fx How can I find and print the "eBill PDF" of my invoice in the View, Analyze and Pay Your Bill tool?

	A	B	C	D	E	F	G	H	I	J
1	Topic	Format	Type							
23	AT&T eBill - How to Create a Customer eBill	Customer Presentations - Training	PDF		eKnowledge					
24	AT&T/SBC Customer eBill	Customer Presentations - Training	PDF		eKnowledge					
25	AT&T/Southeast (BellSouth) Customer eBill	Customer Presentations - Training	PDF		eKnowledge					
26	Managing Your AT&T Alternate Bill Media Subscriptions on AT&T BusinessDirect	Customer Presentations - Training	PDF		eKnowledge					
27	AT&T BusinessDirect eBill Overview	Quick Guides	PDF		eKnowledge					
28	AT&T Customer Invoicing Guide - Europe, Middle East & Africa	Quick Guides	PDF		eKnowledge					
29	AT&T eBill - Enjoy the Convenience of Electronic Payments	Quick Guides	PDF		eKnowledge					
30	AT&T eBill - How to Create an AT&T eBill Report Similar to a BMS Rebill Report	Quick Guides	PDF		eKnowledge					
31	AT&T eBill - How to Create and Submit an Online Dispute	Quick Guides	PDF		eKnowledge					
32	AT&T eBill - View and Print an Image of Your eBill	Quick Guides	PDF		eKnowledge					
33	AT&T Universal Billing Edge CD Comparison to AT&T eBill	Quick Guides	PDF		eKnowledge					
34	AT&T/Southeast - How to View and Customize a Customer Service Record Report	Quick Guides	PDF		eKnowledge					
35	How to Set up Paperless Billing	Quick Guides	PDF		eKnowledge					
	Automatically Run Reports and Send Them to Your Server	Demonstrations	Launches in video player		Video solutions/B2B Content	remove				
36	Company Administrator - How to Provision a User for an Application	Demonstrations	Launches in video player		Video solutions/B2B Content	remove				
37	AT&T BusinessDirect eBill Reports	Tutorial	Launches tutorial website		B2B Content	no tutorial, if topic still needed, will rewrite and move into support topic instead.				
38	Introduction	Tutorial	Menu on tutorial website		B2B Content	no tutorial, if topic still needed, will rewrite and move into support topic instead.				
39	Objectives	Tutorial	Opens corresponding page on tutorial website		B2B Content	no tutorial, if topic still needed, will rewrite and move into				

# EXCEL INVENTORY OF TOPICS

This sample shows the inventory I created. Due to NDA the topic names are blurred.

# Help

Billing

Make payments

Get help making payments.

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TOPICS

About making payments

View payment activities

Make a one-time payment

View payment history

Set up automatic payments

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DOCUMENTS(PDF)

Download Adobe Reader

## NEW HELP MODEL

This sample shows the new organization structure. The topics are grouped and customers can see at a glance what type of topic it is (video, PDF, procedure)



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“HOWEVER BEAUTIFUL THE STRATEGY,  
YOU SHOULD OCCASIONALLY LOOK  
AT THE RESULTS.”

Winston Churchill

# RESULTS

This presentation is a snapshot of the migration project. Evaluating the strategy and execution of the subset of the project focused on support and training content the team:

- Delivered all the updated materials ahead of schedule in the first of 3 scheduled releases
- Reduced content from 300+ topics to 90
- Created a new, easier to use, structure for help topics, which increased customer satisfaction scores (CSAT) by 10%

Thank you!