

# BÁRD

## **Case study**

**How Bárd simplified complex processes, improved user adoption, and enhanced overall customer satisfaction for a tech giant's global audience**

## Company Overview

Bárd Global, founded in 1999, is a leading and multi-award-winning global technical writing consultancy based in Ballingearry, Co. Cork, Ireland. For more than 25 years, Bárd has specialised in creating exceptional content solutions that bridge the gap between complex technology and accessible communication. With a remote-first culture, we leverage a diverse team across the US, Europe, Asia, and Latin America, ensuring flexibility, inclusivity, and a harmonious work-life balance.

We provide comprehensive technical writing services, including documentation banks, help centres, engineering diagrams, and technical illustrations. Our managed services combine human expertise to deliver high-quality content quickly and efficiently. We work with a client-centred partnership approach, with rigorous quality assurance and exceptional customer service, which makes us a trusted partner for global technology giants.

Bárd is committed to excellence, innovation, and compassion, focusing on long-term partnerships and delivering tailored technical writing services that meet the evolving needs of technology, life sciences, and other industries. We place a high value on ethical practices and employee well-being (we're a Sunday Times 2024 Best Places to Work award winner), as well as social impact and community involvement.

Our culture is defined by our remote-first and flexible working model, which has attracted top talent worldwide. We value diversity, inclusion, and family-first policies, creating a supportive environment where employees are encouraged to bring their whole selves to work and grow both personally and professionally.

Here's how we've helped our long-term clients.

# Bárd Enhancing User adoption, help centers, and onboarding

## The Opportunity

As one of the world's leading technology companies, our client's commitment to providing user-friendly, efficient, and powerful tools is paramount. They offer a suite of cloud-based productivity and collaboration tools used by millions of businesses worldwide.

As they continually innovates and enhances these tools, maintaining up-to-date, user-friendly documentation is crucial for a positive user experience as well as for their reputation. Our client needed expert assistance to ensure that their Help Centers and onboarding documentation—read and relied on by tens of millions of people—evolved in step with the product, delivering a seamless user experience.

To maintain their high standards, they use our expert assistance in creating and managing extensive Help Centers and onboarding documentation that would support millions of users globally for a better user experience.

## The Challenge

Our client's user base spans diverse industries, geographies, and technical proficiencies.

Their key challenges included:

- **Consistency across multiple platforms:** They needed consistent, high-quality documentation that could support multiple platforms and devices, ensuring a seamless user experience.
- **Scalability and localization:** With a global audience, the documentation needed to be easily scalable and adaptable for localization in multiple languages.
- **User-friendly onboarding:** New users needed a smooth onboarding experience that would help them quickly understand and utilize the tools available within their products and help them adopt them faster.
- **Comprehensive support:** The Help Centers had to provide clear, concise, and easy-to-follow instructions for both common and complex user issues, minimizing the need for direct support and helping users find answers to questions quickly.

## The Solution

Bárd partnered with this global technology giant to address these challenges, leveraging our extensive experience in user documentation, technical writing, and content strategy.

Our approach included:

1. **Developing clear, structured content:** We crafted user-centric documentation that is both accessible and informative. Each Help Center article is designed to be concise, using straightforward language and step-by-step instructions that cater to users of varying technical abilities, and that respond to user queries.
2. **Creating engaging onboarding guides:** To ensure a positive user experience from the start, we developed comprehensive onboarding guides. These guides include interactive elements, visual aids, and clear instructions, helping new users quickly understand how to use their products effectively.
3. **Implementing consistent documentation standards:** We established standardized templates and style guides to ensure uniformity across all documentation. This not only maintained consistency but also streamlined the creation process, making it easier to scale content as needed.
4. **Collaborating with internal teams:** We worked closely with our client's product management, UX, and development teams to stay aligned with product updates and user feedback. This collaboration ensured that all documentation remained accurate, relevant, and up-to-date, especially as it saw them through several rebrands of their suite of products.
5. **Supporting localization efforts:** Our content was designed with localization in mind, allowing for easy translation and adaptation to meet the needs of our client's diverse global audience.
6. **Developing technical illustrations and design:** To complement written content, we created detailed technical illustrations and design elements that visually represent complex concepts, making them easier for users to understand. This approach not only enhanced the clarity of the documentation but also provided a more engaging experience, allowing users to quickly grasp the functionality and features of their product tools.

## The Results

The partnership between Bárd and this technology multinational has yielded significant benefits:

1. **Increased user adoption:** Effective onboarding materials have helped new users understand and embrace their suite of tools more rapidly, leading to higher adoption rates and user satisfaction.

2. **Improved user experience:** The enhanced Help Centers and onboarding documentation have provided their users with quicker, more efficient access to the information they need, reducing confusion and frustration.
3. **Reduced support costs:** With clear and comprehensive documentation readily available, the reliance on customer support for basic inquiries has decreased, allowing the client's support team to focus on more complex issues.
4. **Scalability and flexibility:** The structured approach to content creation and management has allowed them to efficiently scale documentation efforts and localize content for a global audience, enhancing the reach and impact of their Help Centers.
5. **Global reach:** The scalable and localization-friendly approach to documentation allowed them to provide consistent, high-quality support to millions of users across the globe—with all localizations relevant and up-to-date.

By partnering with Bárd, our client has been able to maintain the high standards of excellence expected from one of the world's leading technology companies. Bárd's expertise in technical writing, information and UX documentation, and content strategy has been instrumental in supporting them through multiple rebrands and ongoing product enhancements. Our collaborative approach, rigorous content management, attention to detail, and commitment to quality have helped enhance the user experience for millions of users worldwide.

Our client's users received seamless, user-friendly documentation that evolves with each product enhancement and rebrand. This collaboration has led to higher user adoption rates, reduced support costs, and a consistently positive user experience, helping them maintain its reputation for excellence and innovation in the tech industry.

Whether it's simplifying complex instructions or creating engaging onboarding experiences, Bárd is proud to support our clients in delivering clear, effective communication that drives success.

Want to learn more about how Bárd can support your  
information and user experience/technical writing documentation needs?

Contact us today!

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