

# EMS LINQ KNOWLEDGE BASE & TRAINING / ONBOARDING PORTAL

Proposal to use MadCap Software to ease customer support, training, and onboarding

November 18, 2019

## OVERVIEW

### 1. Project Background and Description

The Documentation team in the Research & Development department currently uses **MadCap Flare** to publish user manuals and Help documentation for customers. In order to learn more about **MadCap Flare's** capabilities, the Documentation team attended a webinar on Wednesday, November 6, called "[What's New in MadCap Flare: Major New Features Introduced in 2019](#)." In this 75-minute webinar, the team learned about Salesforce publishing with **MadCap Connect for Salesforce**, interactive tutorials with **MadCap Mimic**, and output analytics with **MadCap Central**—among other new features.

The purpose of this project is to use **MadCap Connect for Salesforce**, **MadCap Mimic**, and **MadCap Central** to create an online knowledge base and Training / Onboarding Portal in order to ease and improve customer support, training, and onboarding.

### Knowledge-Centered Support (KCS)

KCS is the idea that Ron is implementing. As a part of that knowledge, the Documentation team has taken these principles and built upon them for this proposal.

### Principles



In its simplest form, KCS endeavors to:

- Integrate the reuse, improvement and (if it doesn't exist) creation of knowledge into the problem-solving process.
- Evolve content based on demand and usage.
- Develop a knowledge base of collective experience to date.
- Reward learning, collaboration, sharing and improving.

Source: <https://www.thekcsacademy.net/kcs/>

## MadCap Flare Overview

**MadCap Flare** allows the Documentation team to author, publish, and manage customer-facing documentation. Content in **Flare** is organized by topics, which are pieces of content about specific subjects. Topics are created, organized, and published online. **Flare** is designed for self-service support and online Help sites, training guides, knowledge bases, policy and procedure manuals, and more. The Documentation team currently uses **Flare** to publish *Meals Plus Web*, *Meals Plus Desktop*, *K12PaymentCenter*, *LunchApplication*, *LINQ*, and *School LINQ* Help documentation. (See [Appendix A: MadCap Flare Template vs. Portal](#) for helpful screenshots.)

## MadCap Flare Webinar

The “**What’s New in MadCap Flare**” webinar focused on features and enhancements introduced in 2019 designed to streamline content development.

The Documentation team recognized a few features that EMS LINQ could implement in order to improve not only our current documentation, but also our customer training/onboarding methods:

- **MadCap Connect for Salesforce**
- **MadCap Mimic**
- **MadCap Central**

## MadCap Connect for Salesforce

With **MadCap Connect for Salesforce**, the Documentation team can publish content created in **Flare** directly to the *Salesforce Knowledge*, which is a knowledge base. **Flare** enhancements will allow the team to publish **Flare** topics as *Salesforce Knowledge* articles.

- This knowledge base would replace the current *Zendesk Help Center*.
- The Documentation team would provide support teams with a Word template for content.
  - Support teams would just need to add content to template and send back to Documentation team.
  - Documentation team would proofread/edit articles and add them to **Flare**.
  - Documentation team would publish when ready.
  - This process takes the pressure/work off of the Support team as the Documentation team will be handling the minute details like formatting and style.
- All articles will automatically have the same styles applied since **Flare** uses CSS.

## MadCap Mimic

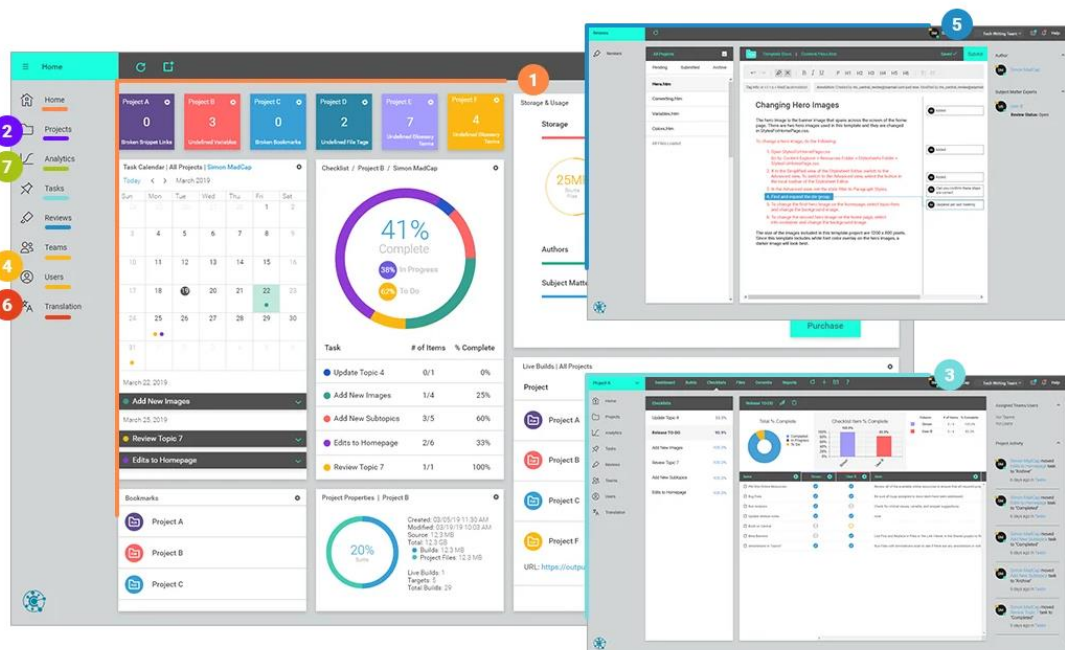
The Documentation team can use **MadCap Mimic** to create fully interactive videos, software simulations, presentations, and tutorials of LINQ software. In a Pendo SWAT meeting earlier this month, the idea of utilizing training videos in lieu of on-site training was discussed. The Documentation team already has access to software that can create these interactive demos, as **MadCap Mimic** comes bundled with **MadCap Flare**, so we already have it. This training content would be published in a **Training / Onboarding Portal** using **MadCap Central**, discussed below. (See [Appendix B: Training / Onboarding Portal Template](#) for helpful screenshots.)

## MadCap Central

**Flare** also has a cloud-based platform called **MadCap Central** that provides vital analytics, such as what keywords customers are searching for the most, if content does or does not display, and where customers get stuck when looking for help—and then calling Customer Support because they cannot find the answers themselves. Additionally, detailed tagging is not involved in **MadCap Central's** analytics setup like it is with **Pendo**, so will not need to spend extra time setting up.

With **MadCap Central**, the **Documentation** team can easily track and manage tasks, manage workflows, schedule and automate processes, and extend our authoring capabilities with integrated subject matter expert (SME) contribution and review.

- Every seat of **MadCap Central** comes with (2) two subject matter expert's seats. So, two people on the Support/Implementation teams will be able to contribute to what we create.
  - This would be helpful in terms of the **Knowledge Base Articles**
  - Managing **projects** would be easier since I have three people working in **Flare** every day.



**1** CUSTOMIZABLE  
DASHBOARD

Customize your dashboard with widgets for quick and easy access to calendars, build history, cloud storage usage, project properties and more.

**Project Management, Source Control, Hosting and Publishing****2** PROJECTS

The **Projects** page displays a grid of all the **MadCap Flare** projects that have been uploaded to your **MadCap Central** license. Use the **Projects** section to schedule and manage builds, create and manage project lifecycle checklists, set builds to a “Live” status to make content viewable by the public, and much more.

**Task Management and Project Checklists****3** TASKS

The **Tasks** page lets you keep track of work that needs to be completed and visualize the workflow. When creating a task, you can add detailed information, including priority, due dates, estimated hours and more.

The **Project Checklists** feature allows you to create unique, customizable project milestones that can be tracked individually or as a team. Set the appropriate status on each item as you work, and keep track of the percentage of completion as you progress with a visual chart.

**Team Communication and User Management****4** TEAMS

The **Teams** page can be used to organize users into groups. This provides a convenient way to associate people with projects and quickly communicate with a specific set of users. The **Users** page lets you manage and view all of the users on a license key.

**Contribution and Review for Subject Matter Experts****5** REVIEWS

The **Reviews** page allows you to view and manage files that have been flagged for review. Other review tasks, such as choosing and sending files for review, are done from Flare.

There are two kinds of users in **MadCap Central**—**Authors** and **Subject Matter Experts**. A **Subject Matter Expert** (or any other non-Flare user) can contribute and create new content using the lightweight cloud-based editor, as well as review existing content with track changes and annotations. The SME will only see the components of the user interface relevant for reviews. Authors on the other hand, can also be sent content for review, and can function as either the original author or a SME during the review process.

**6** TRANSLATION  
MANAGEMENT**Streamlined Translation Workflow for Your Projects and Files**

We wouldn't use this at this time.

**7** ANALYTICS**Business Intelligence and Data Analytics on Your Output**

The **Analytics** page allows you to view valuable usage and data analytics for any content you have created using **MadCap Flare**. Content can be hosted anywhere and does not have to be hosted on **MadCap Central**.

## 2. Project Scope

The scope of this project includes the following tasks:

- Replace *Zendesk Help Center* with *Salesforce Knowledge* using **MadCap Connect for Salesforce**
  - Copy edit current Zendesk articles
  - Move copy edited Zendesk articles to **Flare**
  - Format articles as **Flare** topics
  - Publish **Flare** topics directly to *Salesforce Knowledge* as articles
- Research necessary and needed training materials
  - Develop list of necessary training videos and other interactive training content
  - Create roadmap for customer-facing training materials
  - Create roadmap for new employee training materials
- Build a **New Employee Training / Onboarding Portal** made up of training videos, tutorials, and simulations using **MadCap Mimic**
  - Train on how to use **MadCap Mimic** effectively
  - Create training content for new development team members
  - Create training content for new QA team members
  - Create training content for new *LINQ* support members
  - Create training content for new *Meals Plus Support* members
  - Create training content for new *LINQ* implementation team members
  - Create training content for new *Meals Plus* implementation team members
  - Create training content for new *LINQ* Escalations team members
  - Create training content for new *Meals Plus* Escalations team members
  - Create training content for new BDRs and Account Executives
- Build a **Customer Training / Onboarding Portal** made up of training videos, tutorials with 'quizzes', and demos/simulations using **MadCap Mimic**
  - Train on how to use **MadCap Mimic** effectively
  - Create training content for LAP users
  - Create training content for K12PC Admin users
  - Create training content for *LINQ* V6 users
  - Create training content for School *LINQ* NC users
  - Create training content for School *LINQ* AL users
  - Create training content for School *LINQ* CA users
  - Create training content for *Meals Plus* V9 users
  - Create training content for *Meals Plus* V10
- Publish **Training / Onboarding Portals** using **MadCap Central**
  - Train on how to use **MadCap Central** effectively
  - Build the **Training / Onboarding Portals** using a **MadCap** template
  - Publish the **Training / Onboarding Portals** with the training content
    - The amount of training shown to any given customer can be controlled by different Table of Contents. So, if we sold different levels of training plans, we would just have the different TOCs to publish and manage that.
    - The different training 'tiers' could have customized content, if needed.

- Use **MadCap Central** to gather customer analytics
  - Gather list of frequently asked questions from **Support**
  - Develop list of necessary analytics
  - Set up analytics

### 3. High-Level Requirements

The following requirements are necessary in order to implement the project:

- **MadCap Connect for Salesforce**
- **MadCap Central**
- **MadCap Mimic**
- Training for **MadCap Central** and **MadCap Mimic**
  - I'm not sure if **MadCap** has specific training for these, but there are a lot of tutorials on their website.

### 4. Training Requirements

The following list provides links to helpful **MadCap Software** training videos:

**MadCap Central:** <https://www.madcapsoftware.com/videos/central/>

**MadCap Mimic:** <https://www.madcapsoftware.com/videos/mimic/>

### 5. Estimated Software Pricing

The following table provides estimated prices on MadCap Connect for Salesforce and MadCap Central:

| Software                             | Per Person | Per Year / Month | Seats Needed | Total           |
|--------------------------------------|------------|------------------|--------------|-----------------|
| <b>MadCap Connect for Salesforce</b> | \$1,499    | Annually         | 2-3          | \$1,499 - 4497  |
| <b>MadCap Central</b>                | \$99       | Monthly          | 1-3          | \$99 - 297      |
|                                      |            |                  |              | \$1,598 – 4,794 |

**MadCap Mimic** is **FREE** with a **MadCap Flare** license. **MadCap Connect for Salesforce** for the Documentation team may be able to replace the Salesforce add-on for most members of Customer Support. I would suggest keeping 1-2 licenses on the Salesforce site for KBAs for any editing that may need to be done after import (which should not much, if any).

**Totals** are based on purchasing software for 1-3 people, excluding promotional offers.

## 6. Deliverables

The **Customer Success** department, specifically Customer Support and Implementation, will benefit from the following deliverables:

- *Salesforce Knowledge*
- **Training / Onboarding Portals**

### Salesforce Knowledge

*Salesforce Knowledge* is a knowledge base that will provide customers with **EMS LINQ** software information and support. Like *Zendesk Help Center*, *Salesforce Knowledge* is built from knowledge articles, which include information on commonly asked questions about how to use our software. Knowledge articles are written by Customer Support.

The current knowledge articles in *Zendesk Help Center* are not necessarily based on information that customers would actually like to know, and they do not help **EMS LINQ** determine what information customers need help finding. By using **MadCap Central** analytics, knowledge articles can be driven by customer demand, showing the Documentation team the areas where documentation needs to be improved or created. (See [Appendix C: MadCap Central Analytics](#) for helpful screenshots.) Publishing commonly asked questions allows customers to become self-sufficient and decreases calls to Customer Support.

Since knowledge articles are written by several Customer Support staff, they are often not written in the same writing style or with consistent formatting – creating confusion from article to article and making it hard for customers to find and understand information. By using **MadCap Connect for Salesforce**, the Documentation team will review each article before publishing it online. (See [Appendix D: MadCap Connect for Salesforce](#) for helpful screenshots.)

Giving the Documentation team this responsibility takes pressure off Customer Support, as they do not have to worry about writing customer-facing documentation.

At the end of this project, the Customer Success department will have a knowledge base with knowledge articles that answer the specific questions customers are asking.

### Training / Onboarding Portal

If **EMS LINQ** reduces the amount of on-site training, training materials will need to include interactive demos, videos, tutorials, and software simulations. Quizzes may need to be created to determine if customers are truly learning from the videos. While some of these types of training materials could be created with **Pendo**, the Documentation team offers to assist by creating training materials using **MadCap Mimic**, which is included in **MadCap Flare** licenses, and publishing them to an online portal using **MadCap Central**.

At the end of this project, the Customer Success department will have a **Training / Onboarding Portal** with interactive training content that teaches customers how to use **EMS LINQ** software.



## 7. Affected Parties

### Customer Support Team

Customer Support currently uses *Zendesk* to write, organize, and publish both internal and external knowledge articles. This proposal offers to manage those external knowledge articles using **MadCap Flare** and **MadCap Connect for Salesforce**.

Should this project be implemented, customer-facing knowledge articles would be created and published following these steps:

1. The creation of knowledge articles will be integrated into the workflow of Customer Support staff by management. Customer Support staff will draft knowledge articles, after each customer call, using a Microsoft Word template provided by the Documentation team.
2. At the beginning of each month (or any time period set by management), the Documentation team, using **MadCap Central** analytics, would provide Customer Support with a list of knowledge articles that could be written according to customer needs.
3. Throughout the month, Customer Support will send knowledge articles to the Documentation team as they are completed – knowledge articles both determined by Customer Support calls and by **MadCap Central** analytics.
4. The Documentation team will review/edit the knowledge articles, import them into **MadCap Flare**, and publish them to *Salesforce Knowledge*.

### Implementation Team

The new **Training / Onboarding Portal** can either replace or complement on-site training. Implementation can help determine which aspects of training can be covered by the portal, and their involvement with customers with the release of the **Training / Onboarding Portal**.

## 8. Affected Business Processes or Systems

I do not foresee any Systems being affected by this project as Judd as set me up with my API for help content, and this is where the **Training / Onboarding Portal** will live.

Any affected Business Processes (i.e. publishing KBAs) have been covered elsewhere in the proposal.

## 9. Specific Recommendations

I see this as a whole-company collaboration project.

- **Knowledge Management Project Team meetings**
  - I would recommend monthly (at least) meetings for the Knowledge Management Project Team. While we have started this project already by identifying existing documentation, an official team has not met. Members would/could be:
    - Documentation team
    - Susan Sharp
    - Lori Kropp



- Ron Rowan
- Member of Customer Success team
- Leah or Hannah to represent Marketing
- Madison Reimer to represent Sales (already nominated by Matt)
- Any additional people deemed necessary
- **Additional Resources**
  - I would recommend that Zack Hane, who handles the **Pendo** project, become part of the Documentation team for the following reasons:
    - **Pendo** is part of the **Knowledge-Centered Service** principles, and as such, will be sharing content with Documentation team to achieve consistency and avoid redundancy
    - He already has experience, and is currently creating videos, which would be an invaluable resource to the project
    - He could attend scrum meetings to get ideas for tooltips
    - He has been more recently connected to customers and can provide insight that the Documentation team does not currently have

## 10. Tentative Timeline

The Documentation team proposes to begin this project in January of 2020 to allow focus on the *Meals Plus* end-of-year goals. The following timeline provides tentative delivery months for the tasks listed in section [Training Requirements](#)

[The](#) following list provides links to helpful **MadCap Software** training videos:

MadCap Central: <https://www.madcapsoftware.com/videos/central/>

MadCap Mimic: <https://www.madcapsoftware.com/videos/mimic/>

### Estimated Software Pricing

[The following table provides estimated prices on](#) MadCap Connect for Salesforce and MadCap Central:

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**Totals** are based on purchasing software for 1-3 people, excluding promotional offers.

## Deliverables:

| January  | February | March | April | May | June |
|--|----------|-------|-------|-----|------|
| Copy/edit current Zendesk articles   |          |       |       |     |      |
| Move copy edited Zendesk articles to Flare                                       |          |       |       |     |      |
| Format articles as Flare topics  |          |       |       |     |      |
| Publish Flare topics directly to Salesforce Knowledge as articles                |          |       |       |     |      |
| Train on how to use MadCap Mimic effectively                                     |          |       |       |     |      |
| Develop list of necessary training videos and other interactive training content |          |       |       |     |      |
| Create training content  |          |       |       |     |      |
| Train on how to use MadCap Central effectively                                   |          |       |       |     |      |
| Build the Training / Onboarding Portal using a MadCap template                   |          |       |       |     |      |
| Publish the Training / Onboarding Portal with the training content               |          |       |       |     |      |
| Gather list of frequently asked questions from Support                           |          |       |       |     |      |
| Develop list of necessary analytics  |          |       |       |     |      |
| Set up analytics   |          |       |       |     |      |

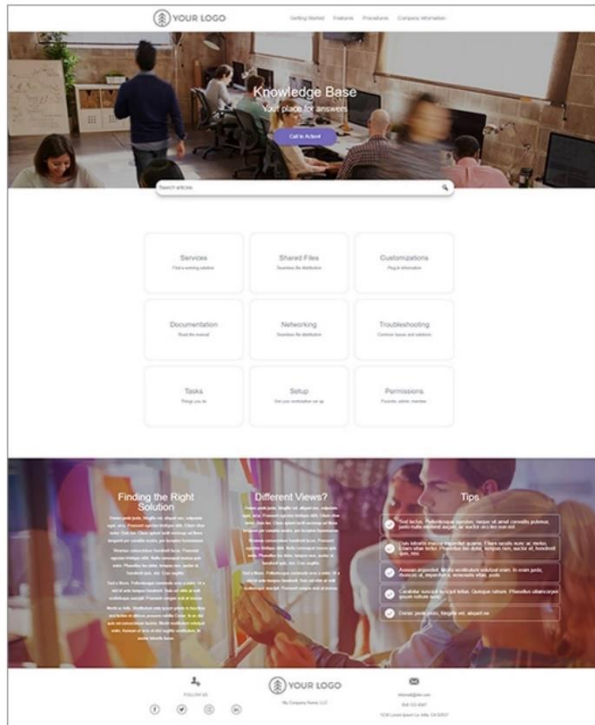
**The Documentation team proposes to complete this project by June 2020.**

\*This is an estimate; it may take less time depending on resources.

## APPENDIX A: MADCAP FLARE TEMPLATE VS. PORTAL

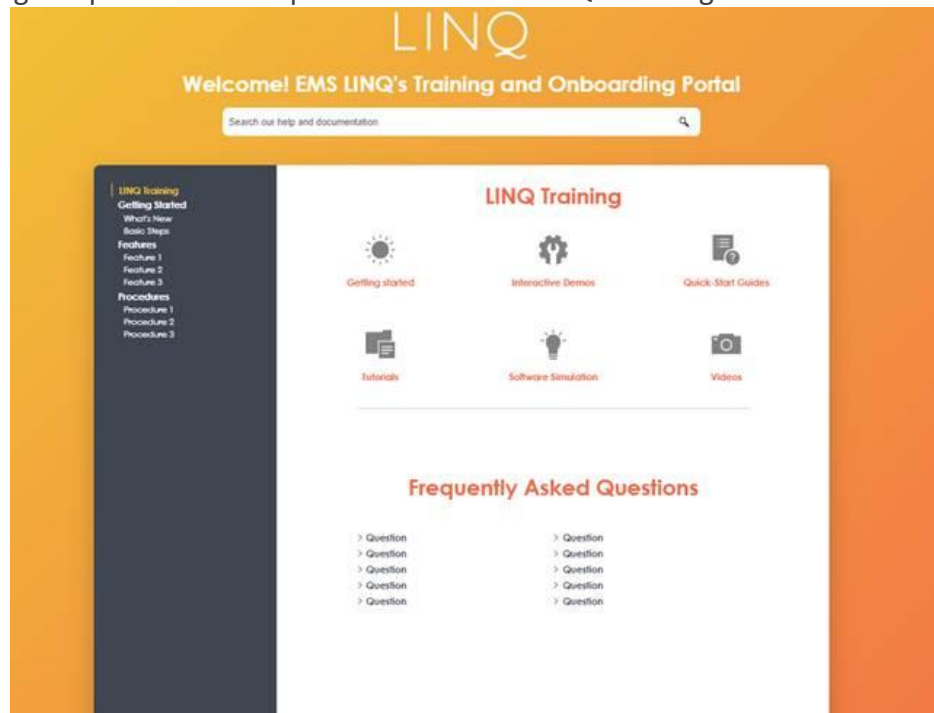
The image on the left is the **MadCap Flare** template, and on the right is the homepage for the new **Meals Plus Web V10 Help** files. **NOTE:** All tiles are the same size when the browser is in full screen.

This is just to show what **Flare** can do out of the box. The possibilities are nearly endless.



## APPENDIX B: TRAINING / ONBOARDING PORTAL TEMPLATE

The following template would be personalized with LINQ branding and colors.




## Smart Boards Website

**Smart Boards** uses **MadCap Flare**, **Mimic** and **Central** to create their **Professional Development** and **Training Services** webpages. I see this being the inspiration of our **Training / Onboarding Portal**. The following screenshots were all built with, and published by **Flare**.

### Learn SMART

SMART has a range of professional development and training services to meet teachers and districts where they are, at any level and within any budget.




**Professional Learning**

Make the most of your investment

Professional Learning and Education Consulting will help **enhance your educators' existing teaching practices** with technology and improve student outcomes.

[Learn more](#)




**Online Courses**

Free and flexible online learning

From getting started tutorials to advanced strategies, SMART's online training options help you **learn and apply SMART solutions** to your teaching practices.

[Learn more](#)




**Certifications**

Get SMART Certified

The **SMART Certified Trainer** program allows you to achieve scale and conduct ongoing Instructor-led PD within your school or district.

[Learn more](#)



**Community & Resources**

Connect with like-minded educators

Access our global exemplary programs, an extensive library of lesson plans **created by fellow teachers**, and support articles and discussions.

[Learn more](#)

## Professional Learning


When they click **Learn More**, they'll get a list of our training options.

### Professional Learning & Education Consulting

Maximize your SMART technology

Your purchase is just the beginning


Specifically designed by educators to meet the pedagogical needs of the classroom, SMART's Professional Learning and Education Consulting will enhance your educators' existing teaching practices with technology and help you improve student outcomes.



**Onsite Professional Learning**

Hands-on training designed and delivered by educators to help you implement and adopt your SMART solutions, at your location. Choose from a full or half day of intensive instruction and curriculum integration, for 30 to 60 participants.


[Download brochure](#)



**Online Professional Learning**

Participate in hands-on training with a live instructor in these online learning sessions. SMART's Online Professional Development will be customized for your district's technology solution and education goals.

[Download brochure](#)



**Education Consulting**

SMART's Efficacy and Implementation Team creates and delivers needs-based implementation plans for long-term professional development that reflect your district's goals and objectives, and help assess effectiveness to showcase your results.

\* Available to select customers.

[Contact the team](#)

The first two options—**On-site Professional Learning** and **Online Professional Learning**—are covered by a brochure that is viewable once they click **Download brochure**, but the third option of **Education Consulting** opens up a new email, and the customer must request what customization they would like. I see this being useful so they can ask for something special from Cynthia or Taylor.



**Professional Learning**  
Maximize the impact of your SMART investment

Specifically designed by educators to meet the pedagogical needs of the classroom, SMART's Professional Learning will enhance your educators' existing teaching practices with technology and help you improve student outcomes.

Your Professional Learning session features:

- Up to 30 participants (teachers, coaches or site-based leaders)
- Choose in-person instruction at your location or an interactive online session
- Content tailored to meet your organization's technology and learning goals
- Integration of your existing curriculum content and learning materials with your SMART Solution
- A robust training resource package for participants to share with colleagues
- Access to SMART's Professional Learning Community

| Full-Day In-Person   | Half-Day In-Person  | Live Online   |
|--|---|---|
| <br>6 hours of in-person instructional time<br>Enhance existing teaching practices and increase student engagement with a full-day of focus on your SMART solution.<br>Participants create interactive content they can use immediately<br>Hands-on and small-group learning<br>Train up to 60 participants by splitting into 2 same-day sessions<br><b>US \$2,499*</b> | <br>3 hours of in-person instructional time<br>Increase student engagement and enhance instruction leveraging select features of the SMART solution<br>Participants create interactive content they can use immediately<br>Hands-on and small-group learning<br><b>US \$1,999*</b> | <br>75 minutes of interactive online instructional time<br>Increase student engagement and enhance instruction leveraging select features of the SMART solution<br>Learn online from your school, office or home with a live instructor<br><b>US \$749*</b> |

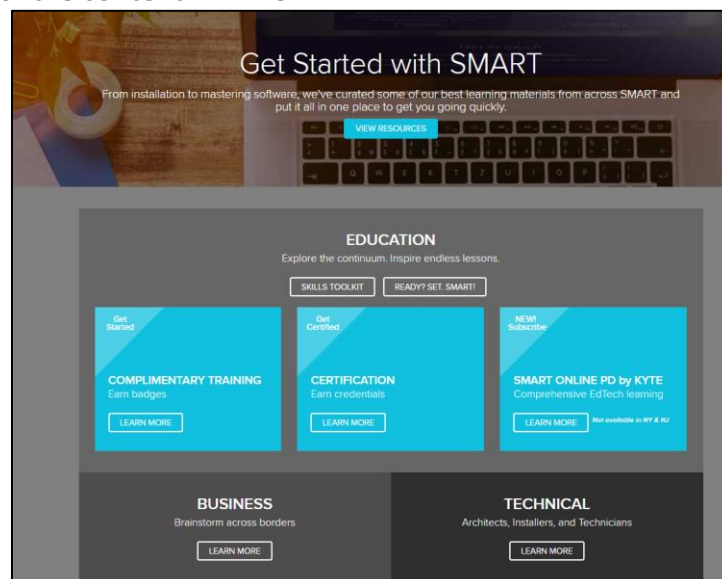
\* Contact your SMART Authorized Reseller for regional pricing & availability in Canada, UK and Australia/New Zealand

Ready to learn? Contact a SMART Authorized Reseller at [smarttech.com/wheretobuy](https://smarttech.com/wheretobuy)

**SMART**  
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## Online Courses

This is where most of the content will live.



**Get Started with SMART**

From installation to mastering software, we've curated some of our best learning materials from across SMART and put it all in one place to get you going quickly.

[VIEW RESOURCES](#)

**EDUCATION**  
Explore the continuum. Inspire endless lessons.

[SKILLS TOOLKIT](#) [READY? SET, SMART!](#)

|  |  |  |
|--|--|--|
| <b>Get Started</b><br><b>COMPLIMENTARY TRAINING</b><br>Earn badges<br><a href="#">LEARN MORE</a> | <b>Get Certified</b><br><b>CERTIFICATION</b><br>Earn credentials<br><a href="#">LEARN MORE</a> | <b>NEW! Subscribe</b><br><b>SMART ONLINE PD by KYTE</b><br>Comprehensive EdTech learning<br><a href="#">LEARN MORE</a> <small>Not available in NY &amp; NJ</small> |
|--|--|--|

**BUSINESS**  
Brainstorm across borders  
[LEARN MORE](#)

**TECHNICAL**  
Architects, Installers, and Technicians  
[LEARN MORE](#)



## Complimentary Training

This would be the bulk of our content.

### Explore Offerings

Filters

Organization

☐ EDUCATION (64)

☐ BUSINESS (10)

Products

☐ HARDWARE (55)

☐ SOFTWARE (58)

Training

☒ ONBOARDING (20)

☐ WEBINAR (36)

☐ COURSE (23)

☐ PROGRAM (6)

☐ CERTIFICATION (3)

Audience

☐ EDUCATORS (71)

☐ TECHNICIANS (16)

### 36 Webinars

EDUCATORS

Hands on Minds on Digital Manipulatives in SMART Notebook

Watch Webinar →

EDUCATORS

No Tricks Just Treats: Ready-Made Lessons in the SMART Exchange

Watch Webinar →

EDUCATORS

Keep Calm Measure On: Formative Assessment with SMART

Watch Webinar →

EDUCATORS

Be a SMARTie Pants in Google

Watch Webinar →

EDUCATORS

Stop, Collaborate and Learn with SMART Learning Suite Online

Watch Webinar →

EDUCATORS

Easy as Pie, Lessons in Five with SMART Learning Suite Online

Watch Webinar →

EDUCATORS

Not Your Momma's Whiteboard

Watch Webinar →

EDUCATORS

Ink Here, Ink There, Ink Everywhere with SMART Ink

Watch Webinar →

Load 8 more

### 23 Courses

EDUCATORS

Getting Started - SMART Boards

View Course→

EDUCATORS

Getting Started - Online

View Course→

EDUCATORS

Getting Started - Desktop

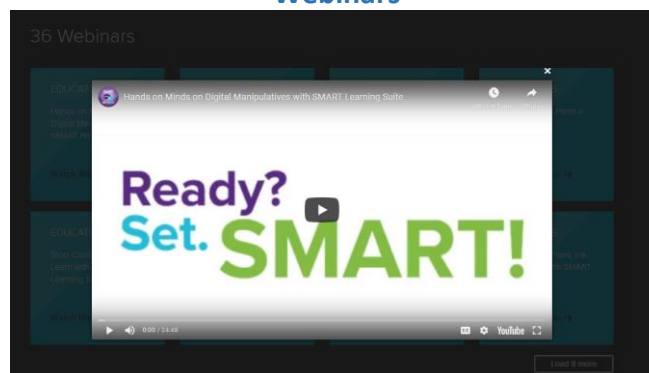
View Course→

EDUCATORS

Teaching and Learning - SMART Boards

View Course→

## Webinars





## Courses

SMART Professional Development > Explore Offerings > SDE > SMART Board Training for Teachers

**EDUCATORS** **53004** Getting Started - SMART Boards

Increase student engagement with SMART Boards

**Course Description**

Explore SMART Boards, use them to enhance your current teaching practices, and interactively engage your students in the learning process.

[Log in to earn course certificate](#)

**Course Modules**

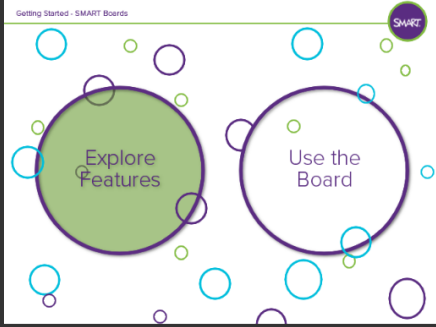
- ▶ **SMART Boards**
- ▶ **SMART Ink**
- ▶ **iQ - Embedded Computing**
- ▶ **Knowledge Check!**

**Course Modules**

▼ **SMART Boards**

Explore new ways to engage the learners in your classroom using your SMART Board

Getting Started - SMART Boards



Refresh your browser upon completion to see your badge

▼ **SMART Ink**

Use SMART Ink on your SMART Board to increase student engagement

Getting Started - SMART Ink

## Certification

This can be our **Subject Matter Expert/Product Area Certifications** section (that Susan mentioned in the email) for webinars and courses with “certifications” for anyone that passes.

- CEUs for many of our user personas, like food service workers, bookkeepers and central office personnel.

## APPENDIX C: MADCAP CENTRAL ANALYTICS

The following screenshot shows the **MadCap Central** analytics screen.



- It shows us what keywords customers are searching
- Which keywords have results
- Which keywords do not have any results
- Where the help files need enhanced

## APPENDIX D: MADCAP CONNECT FOR SALESFORCE

The following screenshot shows a **Flare** topic vs. a *Salesforce Knowledge* page.

