



# Service and customer enablement

A client had historically provided printed manuals to customers including lab personnel and field service engineers, who referred to them for installation, maintenance, and troubleshooting information and concerns. However, these manuals were often over 100 pages long, causing customer frustration and increasingly frequent calls to tech support.



## Target Audience

Lab personnel and field service engineers



## Challenges

The huge volume of printed content for various instruments made it tedious to find particular pieces of information. Tech support was overloaded with calls from engineers and personnel who were frustrated with a difficult manual, creating a bad experience for both field service engineers and their customers.



## Solution

The Ethosh team created interactive web-based guides for installation, maintenance, and troubleshooting, relieving clients of the burden of carrying heavy printed manuals. With a search-by-topic capability, customers and engineers were able to find the desired information quickly and easily, and visual animations led to better comprehension. The guides also include a language selection option for regional markets.



### Ethosh's scope of work:

- Study and organization of printed content
- Creation of searchable web-based guides
- Development of product animations



I am very impressed with the ability of Ethosh to understand very technical tasks and to create visualizations from them, all with little or no guidance from our team. The Ethosh team is a pleasure to work with. They are very knowledgeable and professional.

## Outcome

### Easy access

to relevant information about product installation, maintenance, and troubleshooting

### Better user experience

Through intuitive and searchable content

### Cost savings

by leveraging the same solution for multiple products, reducing service call volume, and avoiding printing and distribution costs

Ethosh blends the real and the virtual to communicate challenging concepts. From life sciences to the products of modern manufacturing. From strategy to execution. We use the latest digital tools and platforms to help you communicate efficiently and effectively: to market, to instruct and to inform.

Ethosh works with global life sciences and manufacturing companies and has its offices in North America, Europe and India.