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FotoWare Uses MindTouch Knowledge Management Solution to Improve Self-Service and Increase Support Efficiencies

MindTouch solution helps digital asset management software company grow more quickly with fast creation and easy access to product support content

SAN DIEGO – [FotoWare](#), a leading provider of digital asset management software, has reported improved self-service and increased support efficiencies as a result of its [knowledge management solution from MindTouch](#).

FotoWare has used the MindTouch solution to centralize and streamline support content across its multiple product lines. The result is a MindTouch-powered “learn.fotoware.com” support site, which houses content used to help customers and partners install, configure, use and troubleshoot the company’s software.

The content is organized using a [proprietary framework by MindTouch](#), making navigation by customers and partners fast and easy. Google-optimized content by MindTouch has also increased the use of [customer self-service](#) via search engines.

“Our year-to-date reports show that 76 percent of visitors to our support site come from organic search,” said Olav Andreas Frenning, product specialist at FotoWare. “This has helped us offload live support cases, while opening the door for more upsell opportunities. Best of all, our customers are enjoying a more consistent, personalized and effortless self-service experience.”

FotoWare has also deployed the [MindTouch for Zendesk integration](#). The integration enables support agents to access content on the learn.fotoware.com site from directly within their Zendesk user interface.

“Our support agents can now find and send customers content with a few mouse clicks,” said Chris Stival, support manager at FotoWare. “This has increased agent efficiency by reducing the time needed to resolve cases, while at the same time improving customer satisfaction.”

The MindTouch deployment has also helped FotoWare more easily keep content up to date. “Using MindTouch analytics and reports, we’re now able to see where content is old or where we have content gaps,” Stival said. “This has helped us continuously improve on our content quality, which has contributed to both a better customer and agent experience.”

Prior to deploying the MindTouch knowledge management solution, FotoWare compiled content using RoboHelp and distributed it via FTP. The process proved inefficient and time-consuming, especially with constant software updates that required updated documentation.

“Our previous method for creating and disseminating content was not only causing inefficiencies, it was slowing our ability to expand our product lines,” Frenning said. “This was especially problematic given that we were planning to introduce our cloud-based solutions, which would require even greater agility.

The problem was compounded with poor content search visibility and a lack of content integration within support agents’ workflow.

“MindTouch proved to be the perfect solution with its ability to provide a ‘single point of truth’ where customers, partners and agents could quickly and easily access content whether from a search engine, our support site, or right from within our customer service interface. Combined with its automation and intelligent learning capabilities, we can now keep pace with our growth plans, while ensuring the best customer and agent experience possible.”

Read the case study about FotoWare’s deployment of MindTouch here:

<https://mindtouch.com/case-studies/fotoware-case-study>.

About FotoWare

Fotoware develops high-performance [digital asset management software](#) that enables organizations to store, organize, manage and share large amounts of digital files such as pictures, videos, documents and more. FotoWare products can be deployed in the cloud, on-premises or via a hybrid model. The company’s 4,000-plus customer base includes NHST Media Group, NRK, Lindex, the White House Historical Association, The Financial Times, Volkswagen, the Metropolitan Police, Axel Springer Verlag, The Economist, the Australian Defense Force and Thomson Reuters. FotoWare was founded in 1997 and is headquartered in Oslo, Norway. The company employs more than 200 people and has partners in 41 countries. Visit [FotoWare](#) on [LinkedIn](#), [Facebook](#), [YouTube](#), [Twitter](#) and the [FotoWare blog](#).

About MindTouch

MindTouch is a leading provider of enterprise-grade, AI-powered [knowledge management solutions](#) for mid-size to large organizations. Its knowledge management platform includes solutions for [customer self-service](#), [agent assistance](#) and [departmental knowledge](#). Focused on the customer experience, MindTouch is trusted by some of the largest global brands to extend knowledge when it's needed, where it's needed and how it's needed. The result is faster, more consistent and more personalized customer service, along with increased productivity, improved operational efficiencies and reduced costs.

The MindTouch platform was designed for rapid deployment and integrates easily with CRM systems, contact center solutions, communities and chatbots. MindTouch has received JMP Securities' Hot 100 Software Companies Award, G2Crowd's Best Software for Customer Service Award, and the TrustRadius Top Rated Customer Experience Management Platform Award. MindTouch serves more than 340 companies worldwide. It was founded in 2005 and is headquartered in San Diego, California.

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