



# **Impossible Alone:** Strategies for unleashing team success

Discover strategies and tools from Atlassian Marketplace partners to empower your teams

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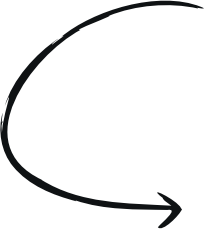


# Impossible alone, powerful together

Empowering complex global teams can be challenging. Companies face heightened pressure to deliver better customer experiences, release products faster, and increase productivity. Research shows that 86% of consumers will leave a brand after as few as two poor experiences, and 49% of consumers have left a brand in the past year [due to poor customer experience](#). A lot of this pressure falls on IT teams. They're being asked to do more with less while responding quickly and accurately, and due to this 62% of IT leaders report having trouble keeping up with business demands, according to [Salesforce](#).

So how are companies prioritizing teams and delivering innovative solutions with competing priorities and limited time? Teams are looking for tools to automate processes and improve how their teams work together. No matter what team you're on – whether you're a content marketer collaborating on a doc in Confluence, a customer service rep triaging tickets or a developer mapping out a sprint in Jira, you can find apps in the [Atlassian Marketplace](#) to extend your Atlassian tools and empower your teams to work better together.

Driving team success is critical to the growth of your organization, but to achieve this, it requires strategic thinking around enhancing the customer service experience, streamlining ways of working, improving team collaboration and optimizing knowledge sharing within teams. These insights can be gathered through trial and error, or with guided strategies from thought leaders in the industry. When it comes to team success, growing your business effectively and efficiently is impossible alone, but powerful when we work together.



In this guide, we'll take a look at common challenges dynamic teams face and hear from leading Marketplace partners to discover strategies to make working with complex teams simple and effective.

**Some of the common challenges teams face are:**

1. [Failing to provide an excellent customer service experience](#)
2. [Inefficient and repetitive workflows](#)
3. [Difficult team collaboration and cross-functional engagement](#)
4. [Helping teams share their knowledge freely, easily, and effectively](#)

You can use this reference guide to dive into specific issues your teams are struggling with, or to simply learn more about the common challenges that cross-functional teams face on a daily basis to discover success strategies to help your team. Growing your business is impossible alone, but powerful together.



# The challenge: providing an excellent customer experience

As your business grows, it can be increasingly difficult to provide excellent customer service. Teams of all sizes are expected to do more with less and to service a growing number of tickets every day as you gain more customers and your teams expand.

For example, every year the Deviniti support team deals with more than **8k requests** from clients worldwide in different industries.

Despite different businesses, many of them are looking for answers to solve their most pressing challenge when providing an excellent customer experience: **Time-wasters**.

Customers expect quick service, a smart ticketing system that doesn't require repeating steps, and responsive, transparent communication. After reviewing hundreds of support tickets, feedback requests, suggestions, and concerns, the struggle is the same: we all want to reduce time spent on tedious tasks and spend it on things that bring value.

## Biggest time-wasters with service requests

It's critical to meet customer expectations in your service experience and to do this, you need to know what customers are looking for. In cooperation with clients, consultants, and our teams, we identified the most time-consuming activities when handling service requests:

- Filling in long forms
- Creating similar tasks
- Addressing individual tasks to specific teams
- Disinformation
- Switching between tasks
- Task tracking
- Searching for requests

## Impact on your business

It's easy to calculate how meaningful the above problems are for both the customer and the agent by looking at a few factors:

- Complexity of the service request, including options for configuration and additional requirements.
- Details required for the service request, like extra information and screenshots.
- Roles of different teams, such as IT, HR, and leadership, in fulfilling the request.

Currently, with customers taking 15-20 minutes to describe their request and agents taking 5-15 minutes to read and verify it, we spend on average 30 minutes per request. This allows us to handle two requests per hour, 16 per day, 80 per week, and 320 per month. This can result in delayed service tickets and dissatisfied customers.

However, by reducing the time spent by five minutes on both sides, we can handle three requests per hour, 24 per day, 120 per week, and 480 per month, **increasing our productivity by 150%** and leading to significant time and cost savings at scale.



increasing our  
productivity by

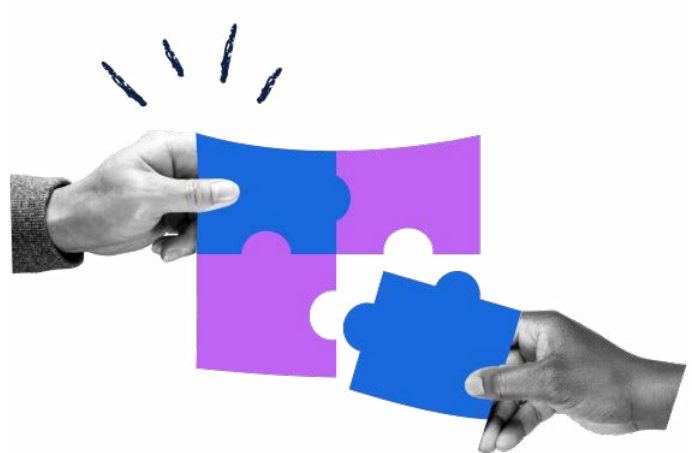
**150%**

## Responding to customer feedback: How can we help?

Customers are looking for timeliness, simple-to-use forms, responsiveness, and clear steps forward to solve their problems. Creating a positive customer experience is about meeting and exceeding customer expectations by providing them quick, responsive service that saves them time and offers transparent communication throughout the process.

By listening to customer feedback, we have focused on delivering solutions that meet our customers' needs. We've identified three main areas our products are designed to address based on our customers' challenges:

- 1. Improving User Experience:** eliminating the need for lengthy forms, repetitive tasks, and extensive searches for requests
- 2. Enhancing transparency:** assigning individual tasks to specific teams to reduce task-switching
- 3. Eliminating redundant tasks:** preventing misinformation to improve task tracking





# The solution: prioritizing excellent customer experience

Here at [Deviniti](#), we care about delighting customers. A critical aspect of this process is focusing on creating a service experience of a high quality. Your customer experience optimization is the deciding factor if your business will live or die, and if it withstands the competition. But it's also one of the hardest goals to achieve.

We address this challenge by taking customer feedback seriously, analyzing the obstacles clients may face, and developing applications targeting the particular pain points that can improve the overall service experience.



## Improving the user experience with increased transparency

We aim to handle the request process comprehensively and simply so that both the customer and the agent can provide and read the necessary information as quickly as possible, with the least amount of back and forth between the customer and the agent.

- [Extension for Jira Service Management](#) enhances customer communication by offering progress updates on related tasks and a self-service status tracking feature for up-to-date work progress, minimizing agent involvement.
- [Actions for Jira Service Management](#) gives customers the ability to edit their service requests on the Customer Portal using customized edit forms. This empowers customers to make necessary changes without waiting for agent assistance.
- [My Requests Extension for Jira Service Management](#) improves request tracking by enabling customers to view, filter, search, and export their organization's requests. It also allows clients, including non-licensed Jira users, to see all their tickets in one place.

## Eliminating redundant tasks

We support service teams in planning, organizing, and assigning tasks to the appropriate groups and agents, to increase the chances of resolving a case as quickly and efficiently as possible.

- [Queues for Jira Service Management](#) streamlines task management by providing a centralized queue for a comprehensive view of requests across projects, minimizing task and project switching. It consolidates tasks from different Jira and JSM projects into categorized queues, allows queue creation for various teams, and offers personalized queue visibility. The tool also facilitates task prioritization and organization, improving work efficiency and focus.
- [Issue templates for Jira](#) simplifies complex processes like audits, employee onboarding, and product development by enabling the creation of a customized task architecture. It offers customizable structures for various workflows and a feature for automatically generating pre-scheduled, repetitive tasks, enhancing efficiency and consistency in processes.

## Case studies: See how other teams are using these tools

- [Trunkrs: Optimization of repetitive HR processes](#)
- [feratel: Issues distributed over numerous Service Desks](#)

## Key questions to ask when choosing ITSM improvement tools

1. Are customers finding application forms difficult to understand and complete?
2. Are you tracking the impact of task-switching on your service/support team's efficiency and costs?
3. Do you experience inefficiencies in service management, such as repeated work or unclear instructions?
4. How do you manage customer communications for updates, request changes, and information sharing across teams, and how can ITIL practices be improved? (Information Technology Infrastructure Library: a set of practices and a framework for IT activities such as IT service management and IT asset management that focus on aligning IT services with the needs of the business)

### GET STARTED:

[Try Deviniti](#)

### Other ITSM service Apps for Jira:

[Extension for Jira](#)

[Issue templates for Jira](#)

[Queues for Jira Service Management](#)

[Actions for Jira Service Management](#)

[My Request Extension for Jira Service Management](#)

[Azure AD](#)



# The challenge: inefficient and repetitive workflows

Companies of all sizes are looking for ways to save time and simplify their workflows to increase productivity and improve ways of working together. Inefficient and repetitive workflows can lead to human errors, wasted time on manual tasks, and a decline in team morale and financial health. Addressing these issues is foundational in supporting your teams, so it's important to provide them with the necessary tools to succeed. In this guide, you'll find insights and strategies to streamline your business processes and reduce manual work – helping you win back more time each week.

Discover ways to make team collaboration and working together more joyful and efficient by exploring time-saving tools and strategies to simplify workflows and ultimately make your teams' lives easier.

## The struggles with inefficient and repetitive workflows

**Ensuring accuracy:** The oversight of proper task management leaves teams vulnerable to errors, impacting both immediate productivity and overall work quality.

**Wasting time due to manual effort:** The manual setup of repetitive tasks is a time-consuming process that diverts energy and time that can be used to focus on more valuable work.

**Prioritizing team morale and financial health:**

Inefficient workflows increase the risk of errors, hindering processes and potentially leading to costly mistakes. This can harm team morale and the financial health of the organization.

## 3 strategies to improve project and issue management

Streamlining processes ensures teams can focus on meaningful work, contributing to the long-term success of an organization. Despite having a positive impact on your business, **simplifying workflows means changing processes and ways of working** which can take time. That's why strategic and careful planning and implementation are crucial.

Let's look at ways you can boost efficiency by establishing basic standards and utilizing templates and cloning tools in Jira so your teams can achieve more with a more streamlined and agile process.

**1. Streamline processes and workflows to maximize team efficiency** - to start, businesses should review the details of how they manage individual challenges and decide which areas to improve.

- **Map current processes:** Identify and visually map all current processes to understand how tasks progress and to pinpoint inefficiencies.
- **Analyze inefficiencies:** Examine the mapped processes to spot unnecessary steps, redundancies, or bottlenecks that can be eliminated or improved.
- **Set goals:** Clearly define what you want to achieve by streamlining, such as reducing time, cutting costs, or improving quality.
- **Engage stakeholders:** Involve employees and other stakeholders who interact with these processes to gather insights and suggestions for improvements.

- 2. Create project templates to reduce complexity** - pre-configure projects with a given set of issues, workflows, schemes, and screens to standardize the project structure and ensure that all projects follow the same process. This will help reduce the complexity of managing multiple projects and ensure that all projects are consistent.
- 3. Cloning tools to save time by reducing manual work** - Once you have simplified workflows by adapting lessons, optimized your processes, and created project templates, it's time to let the tools do the magic for your recurring projects. The impact of powerful cloning tools can be significant in increasing your teams' productivity.

Whether it's the routine administration task, data entry or more complex organizational shifts, cloning tools are powerful in simplifying and streamlining your processes.



# The solution: streamline inefficient and repetitive workflows

Managing repetitive tasks and workflows can be challenging. The lack of detailed documentation can lead to errors and manually setting up repetitive tasks takes valuable time and resources, diverting attention from more important tasks.

[Deep Clone for Jira](#) solves these challenges by automating repetitive processes, improving accuracy, and saving time. It streamlines project management workflows within the Jira platform, making it easier for teams to replicate projects, clone tasks and issue hierarchies to supercharge workflows.

## Strategies for streamlining processes

By simplifying processes you get more consistent, predictable results. Utilizing the right apps helps remove redundancies to make your day-to-day work easier. To start, reduce your manual work in Jira projects with template tools from Deep Clone for Jira.

### Create project templates to reduce complexity

Instead of creating a new project from scratch each time, [you can simply use a template and customize it as needed](#). This can help you get new projects up and running quickly and ensure that all projects follow the same process.

**Save time when replicating template issues and projects:** Deep Clone is a tool for every Jira user. Either Jira admins or normal users can copy issues, and issue hierarchies or entire projects quickly and accurately, saving time and reducing errors.

### Cloning tools to save time by reducing manual work

You can save 80-90% of your employees' precious time by using [Deep Clone for Jira](#).

Deep Clone for Jira is expertly designed to save you time, minimize manual efforts, and make your work life more efficient. It offers powerful cloning tools to clone epics, bulk clone up to 100,000 issues at once, and copy project templates.

- **Clone tasks perfectly:** Duplicate individual tasks exactly as they are, ensuring consistency and minimizing mistakes. Clone almost every field value, including data from third party apps.
- **Automize cloning:** Trigger clones automatically by adding a workflow post-function. Adapt workflows to fit your team's specific needs, enhancing collaboration and innovation.
- **Benefit from powerful features:** Bulk Clone up to 100k issues at once. Clone between projects, project types, and Jira Cloud instances. Clone Epics and larger issue hierarchies.



Deep Clone users save 80-90% of their time on average when replicating a set of template issues.

## Top use cases of Deep Clone template tools

**HR-Onboarding:** Clone template issues to ensure smooth and efficient onboarding for new employees, including tasks such as setting up accounts, assigning equipment, and scheduling training sessions. This ensures consistency in the onboarding process and minimizes the manual effort for HR teams.

**Requirements tracking:** Duplicate template tasks to track requirements for both software and hardware development projects. This includes capturing specifications, testing procedures, and documentation needs across different releases or iterations. By cloning template tasks, teams ensure comprehensive coverage of project requirements.

**Customer onboarding for agencies:** Facilitate the onboarding process for new clients by cloning template tasks for setting up contracts, establishing communication channels, and initiating project kickoff meetings. This ensures a consistent and organized approach to welcoming new clients.

## Key questions to ask when choosing a cloning solution in Jira Cloud

- 1. Time and Resources:** How much time and resources are currently allocated to manual setup and replication of tasks, and what is the impact on productivity and work quality?
- 2. Level of Accuracy:** What level of accuracy and consistency is required in our task cloning and project replication processes, and how often do errors occur?
- 3. Team morale:** How critical is it for our team's morale and productivity to streamline processes and automate repetitive tasks within Jira?

[codefortynine](#) is distinguished by its dedication to providing practical solutions for Jira Cloud. With a strong emphasis on security, stability, and scalability, codefortynine was honored as the Atlassian ITSM Partner of the Year 2022. Deep Clone for Jira, one of their standout offerings, addresses the common challenges faced by teams in handling repetitive tasks and workflows.

### GET STARTED:

[Try Deep Clone for Jira](#)

[Other efficiency Apps from codefortynine](#)

[Learn more about codefortynine](#)



# kolekti:

## **The challenge: difficult team collaboration and cross-functional engagement**

In organizations where data and information overload is rife, knowledge sharing can be complex, time-consuming, and disorganized. Teams can choose to share the wrong information or share the right information in ways that hinder its uptake. Perhaps they emphasize the wrong aspects of the data or simply present it in an un-engaging way. When faced with a wall of text that will take more than five minutes to digest, most of us will postpone the task - potentially forever.

These challenges might feel superficial, but there's solid evidence that people consume words and pictures faster than words alone. Also, the proximity of the words and pictures matters, as does the choice of imagery, and the list continues. All of this raises another issue: while the time spent creating a wall of text can take seconds to prepare, refashioning it as a digestible multimedia experience can be daunting.

However, weighing up tackling these challenges against the risk is a simple calculation. Speedily addressing issues around knowledge sharing can save organizations from:

- Siloed information and lack of sharing across departments
- Duplication of efforts and redundant work
- Reduced productivity and efficiency
- Missed opportunities for innovation and growth
- Difficulty in integrating diverse perspectives and expertise
- A lack of alignment toward common goals and objectives
- Ineffective use of resources and skills across the organization

Luckily, [Content Formatting Macros](#) – and its emphasis on easy-to-deliver, easy-to-consume content – is here to save the knowledge worker from poor collaboration, engagement, and inefficiency!

## Strategies for improving team collaboration and engagement with content formatting tools

Busy teams often struggle with inefficient collaboration and knowledge sharing, leading to wasted time and duplicated efforts. This hinders productivity, innovation, and, ultimately, growth. Often, it's because we have meetings about information that already exists, rather than moving the conversation forward.

Here are just a few of the ways that Content Formatting Macros help:

- **Streamlining content creation:** It provides tools that simplify the creation of visually appealing and structured content, reducing the time spent formatting and organizing information.
- **Enhancing knowledge sharing:** It enables teams to easily share and access information within Confluence, promoting transparency and collaboration across departments and projects.
- **Improving user engagement:** It offers interactive features that engage users and enhance their experience, leading to increased participation and retention of critical information.
- **Empowering asynchronous work:** Finally, Content Formatting Macros helps teams with remote and asynchronous collaboration by giving teams the tools to work effectively regardless of time zones or physical locations.

Good design isn't just about looks, it's about how it works. See how brain-friendly content formatting and an intuitive user experience are at the heart of effective team collaboration.



# The solution: transforming team collaboration with content formatting macros for Confluence

Content Formatting Macros has revolutionized knowledge sharing in Confluence thanks to Kolekti's focus on "brain-friendly content" and servicing the needs of the knowledge worker.

Alongside its dedication to efficiency, Kolekti prioritizes customer experience by ensuring that its products are not only feature-rich but also intuitive, user-friendly, and empowering. Additionally, Kolekti offers dedicated customer success support to ensure customers maximize the value they receive from their apps.



By making your content more accessible and engaging, you can guarantee up to **6x more memory retention.**

# Essential Confluence macros toolkit for engaging content

[Content Formatting Macros](#) is a comprehensive toolkit designed to transform standard Confluence pages into engaging, user-friendly content. It helps teams create visually stunning pages, improve structure and navigation, and enhance user understanding effortlessly.

- **Create memorable visual content:** Tools incorporated in Content Formatting Macros include Backgrounds, Cards, and Buttons, and all add visual appeal to engage your audience.
- **Improve structure and navigation:** Interactive Banner, Progress Bar, Tabs, and Numbered Headings help organize content effectively, ensuring easy access and navigation.
- **Boost user understanding:** The Alert, Tooltip, LaTeX, and BibTeX Referencing macros provide additional context and information, enhancing user comprehension.
- **Ready-made templates for inspiration:** Content Formatting Macros come with a variety of ready-made page templates, allowing teams to kickstart their projects and save time on formatting.



Our brains process visual information 60,000 times faster than text

## Top use cases for Content Formatting Macros for Confluence

- Knowledge bases empower users to find information quickly and easily through clear structure and intuitive layouts.
- Onboarding pages that guide new users with effective and efficient signposting and content.
- Documentation that is not only centralized but also organized as a single source of truth to promote knowledge sharing, transparency, and collaboration.
- User Profile Pages that build trust and credibility with both external and internal audiences.



On average, people read only **28%** of words on a page

## Why teams choose Content Formatting Macros for Confluence

Global giants like Netflix, Disney, VISA, and Apple rely on Content Formatting Macros to streamline content creation and enhance collaboration across their organizations. By leveraging the app's many features, these companies, like others, have improved productivity, reduced inefficiencies, and delivered exceptional user experiences to their audiences.



Content Formatting Macros is installed for over **13 million** Confluence users worldwide

### Key questions to ask when choosing content formatting tools for Confluence:

1. Does the solution address our team's specific pain points and challenges?
2. How intuitive is the user interface, and will it require extensive training for our team to adopt?
3. What level of support and resources does the provider offer to ensure a smooth transition and ongoing success?
4. Are there opportunities for customization and scalability to accommodate our future needs?

Content Formatting Macros for Confluence offers a comprehensive solution to the challenges faced by busy teams, enabling them to collaborate more effectively, create engaging content, and deliver exceptional user experiences. With its intuitive interface, robust features, and dedicated support, Content Formatting Macros empowers teams to unlock their full potential and drive business growth through efficient knowledge sharing and collaboration.

If you want to create more engaging pages, boost people's understanding, and streamline your content creation, discover the power of Content Formatting Macros for Confluence.

[Kolekti](#) is a Platinum Atlassian Marketplace Partner dedicated to empowering teams to work more effectively. Founded in April 2023, Kolekti has quickly gained a reputation for eliminating inefficiency, thanks in part to its flagship product, Content Formatting Macros.

#### GET STARTED:

Content Formatting Macros for Confluence: [Try free for 30 days](#)  
[Discover more apps from Kolekti](#)



# The challenge: helping teams share knowledge freely, easily, and effectively

## **K15t believes everyone should ‘know-how’**

Every team that builds a product or delivers a service has the need to ‘know-how.’

Knowledge of requirements, priorities, timelines, ways of working, and tool functionality underpins everything teams do. And it’s no small thing that this information also keeps teams running at pace when individual members go on holiday or change jobs. When information is missing (or worse yet, unclear or inaccurate) efficiency plummets, tensions rise, and quality suffers.

## Knowledge is vital, but often overlooked

If we can agree that know-how is fundamental to team success, why then do many organizations fail to put the right resources into such a vital function?

More often than not, it's a matter of **competing priorities**.

Maybe you've experienced the following in your company: customer and end-user documentation falls into the lap of a single member of a cross-functional team, and perhaps is just a small portion of that person's larger role. Maybe the responsibility is shared amongst many team members, but receives either a minuscule time allocation, a lowly rank on the team's priority list, or both.

Likewise, while agile teams working internally may have great ceremonies and practices around their knowledge, this is far from universally true – especially when we zoom out to the larger organization. The more complex the product work is, and the higher the pressure to release quickly and compete in the market, the more internal know-how practices tend to lag behind.

## The power of a single source

[Research suggests](#) that “creation and transfer of knowledge are a basis for competitive advantage.”

What this means for your teams and customers alike is an information source that's clear, current, complete, and easy to find.

When knowledge sharing culture thrives internally, your team will see huge benefits, including:

- Efficiency gains in daily work
- Higher quality output
- Increases in speed and independence in problem-solving
- Transformation of processes from one-off to scalable
- Gains in self-directed learning

Having clear, accurate and easy to find information enhances customer experience and leads to significant business benefits, including:

- Decreased customer churn due to successful onboarding
- Reduced demand on customer success and support
- Increased loyalty and adoption from the faster realization of value
- Growth through word-of-mouth and positive reviews

If this all sounds appealing, it's time to talk about tools. The most important thing from a software standpoint is to establish a single source of truth that's the right fit for your organization.







# The solution: a single source of truth, and a culture of knowledge sharing

K15t's mission is to help teams share their knowledge freely, simply, and effectively to better educate and enable their customers. And a crucial part of this is to have a single source of truth.

The principle is to have a resource to always link directly to, rather than using different tools to store different information, or copy / pasting information from one channel or tool to the next. With dynamically linked content within a single source (and the application of some best practices) you can ensure that everything in your knowledge base is reliable, accurate, and up-to-date for your teams and customers.

## Choice words on platform choice

There are many ways to create a single source platform – from something completely flexible and DIY like a [repository of files and folders](#), to specialized and fully structured [software systems](#).

Our argument, and you knew this was coming, is that the best solution is a simple, flexible tool that your people already know and love: Atlassian Confluence!

If you're reading this guide, then your organization already has the core technology in place for an easy-to-find, easy-to-use, and incredibly versatile know-how platform for internal teams and external customers.

And if Confluence adoption in your company is high, that's more great news, because it means that many of your teams are already creating and sharing the information needed to enable success. If there's a gap in terms of adoption, however, fear not, as now is the perfect time to establish and amplify some best practices which we'll dive into next.

For a wealth of info on how to use Confluence best, for documentation, and for many, many other things, head to K15t's [Rock the Docs](#).

## Knowledge practices to benefit your teams

### **Plan the work, then work on the plan**

Hopefully, you can now see the mountaintop, so you need to make a plan for how to get there. Time to gather a great group of collaborators, and create the foundations of your information strategy.

Begin by documenting the anatomy of your information, by identifying and categorizing the types of information being created and shared. This will help you decide where to store and access the different types of information. Consider creating or reusing templates for each type of information and centralizing those via Confluence page templates.

Next, map out your information landscape as it exists today to help you understand the gap between where you are and where you want to go. Then identify and plan the consolidation of information from various teams who store information in different places into your single source. In Confluence, you can easily structure your content using workspaces, content trees, and pages.

## Decide on the goal and target audience first

Create a product hub. The idea is simple – it’s a home for your customers to consume and interact with all of the information related to your product(s) or service(s). Just like your internal knowledge base, it’s a single source of truth, housing everything from technical specifications to user manuals.

These hubs can take many forms, depending on what your offerings are and how your customers get value from them. When you think about this, always put the customer first. Ask them (directly if possible) what kinds of information they need to be able to easily get value from your solution. Here are the three most common types in our experience:

- **Support hubs**, like [Easy Agile’s Help Center](#), address customer problems and provide assistance after users have already gotten started with your products.
- **Feature hubs**, like [Appfire’s “The Hub”](#), showcase product functionality, benefits, and use cases to inspire and educate users, and ultimately help them grow the value they get from you.
- **Learning hubs**, like [K15t’s Confluence Collaboration Hub](#), help users develop and expand their knowledge and skills around a particular challenge or technology – in this case, Atlassian Confluence.

## Create with quality and clarity in mind

Use the organizational tools native to Confluence to structure your information and give as much clarity to the user as possible. You can facilitate consistent standards of quality for content creation, sharing, and tracking by creating templates with predefined metadata. Go [here](#) for more info on how to structure your content in Confluence.

## Don’t reinvent the wheel

Especially if you’re following the best practices outlined above, your internal-facing content will form the backbone of your public documentation. Instead of starting with the dreaded blank page, consider simply making a copy of your existing content.

You can then start tailoring it to your chosen audience: add context and background knowledge that you may have assumed internal



Manage how information is created, and keep your content under control using versioning and change tracking. To help you single-source your documentation, check out [Scroll Documents for Confluence](#).

readers already have, and remove the information that external readers won't find useful. You may even find that this exercise leads to some improvements (or additions) to the original content as well!

### **Publish and share with intention**

Your content should be shared purposefully and securely, while keeping user roles and needs front of mind. Embrace the power of different channels and formats like video within your product, audio inside an article, or animated images and interactive diagrams/tutorials in your written content, to effectively reach users where they are.

A clear, well-organized, and up-to-date help center website, for example, can be an absolute game changer in how to help your customers get the most value from your products or services.

Encourage collaboration and communication with your audience to foster loyalty and help them be successful. Organizations that do this focus on creating a dynamic and supportive environment where a sense of community can flourish. It can be as simple as providing commenting or 'Was this helpful?' feedback tools within the content. Or you can go further by hosting a user forum, or even live or virtual events where customers can interact with one another and with your own teams.

### **Revisit regularly to keep your documentation fresh**

When we document things, we tend to think of the knowledge as "captured" and relevant for an indefinite period. In fact, the opposite is true: documentation begins to be out-of-date the moment we publish it.

The only way to effectively combat this documentation entropy is to maintain it, and a best practice here is to institute a system of 'Best-by' dates for your content. Depending on the velocity of change within your organization, this can range from a few days to many months, but the important thing is that it happens regularly.

This isn't to say that every page needs to be rewritten after its Best-by date, just that the content should be reviewed for accuracy and completeness before being assigned a new Best-by date. If you have to update the page for another reason in the meantime, give it a once over and reset the clock.



[Scroll Viewport](#) makes it easy to share that knowledge with your customers as a help center. Transform your documentation into a public or restricted help center website with just a few clicks, and customize design, navigation, and layout to offer an experience that is true to your brand.

## Case Studies: See how other teams are using these tools

- [Tools Merge, Teams Unite: Emplifi's Enablement Journey with Confluence and the Scroll Apps](#)
- [How GlobalVision Shares Knowledge Using Confluence and Scroll Viewport](#)
- [Empowering Data Excellence: Shinydocs' Journey with the Scroll Apps and Confluence](#)

## Key questions for choosing documentation publishing tools:

1. How much personpower can you devote to providing information to your users and customers? Is a DIY approach manageable, or would you rather use a tool you're already familiar with?
2. What kind of experience do you want for your customer-facing documentation? Does it need to reflect your brand's look and feel?
3. Do you need to publish to offline formats, or control versions of your information?

## Know-how isn't just power, it's success

It's a fact of working life that there are a lot of competing demands on cross-functional teams. But it's also a fact that knowledge – including the creation, curation, sharing, management, and continuous improvement of it – is the essential building block for team and customer success.

Happily, using Atlassian Confluence, along with a strong culture of knowledge sharing and some simple best practices, makes the investment of personal power in knowledge management a much lower barrier to clear. And that's a very good thing for everyone inside your organization and everyone who invests in what you sell and what you deliver.

### GET STARTED:

[Try K15t](#)

[K15t's Rock the Docs](#)

Visit our [YouTube channel](#)

## Discover apps to empower your team

Dive deeper into these solutions and other transformative apps in the Atlassian Marketplace to empower your teams to work better together with the tools they use every day.

Ready to discover apps to support your teams?

[Discover Apps in the Atlassian Marketplace](#)