



Webinar On



Write it once, Support it less: Build tech documentation that reduces support tickets



Speaker

Franklin Winston
Senior Technical Writer and UX Content Specialist
Google Operations Center

The Problem

Most users don't read documentation

They Skim → Fail → Raise a ticket

The REAL Problem

If users still raise tickets,
your documentation is broken somewhere.

- Hard to find
- Hard to follow
- Not solving the problem

Rethinking Support Tickets

Support tickets are not noise.

They are signals.

Every ticket = Content gap

The Cost of Bad Documentation

- Increased cost
- Frustrated users
- Slower onboarding
- Repeated support tickets

The Shift

- Stop writing documentation
- Start solving user problems
- Documentation = Support Prevention

The Framework

1. Capture signals
2. Identify gaps
3. Fix content
4. Measure impact

Capture Signals

- Chat logs
- Support tickets
- Failed searches
- Search queries

Identify Gaps and Fix Content

- High-frequency issues
- Repeated tickets
- Onboarding friction

- Task-based clear steps
- Real examples
- Remove ambiguity

Before vs After

X Users can configure settings via dashboard

- 1. Go to Settings
- 2. Select Preferences
- 3. Enable the config option
- 4. Click Save

Measure Impact and Work with Support

→ Ticket volume ↓

→ Search success ↑

→ Feedback ↑

→ Review tickets weekly

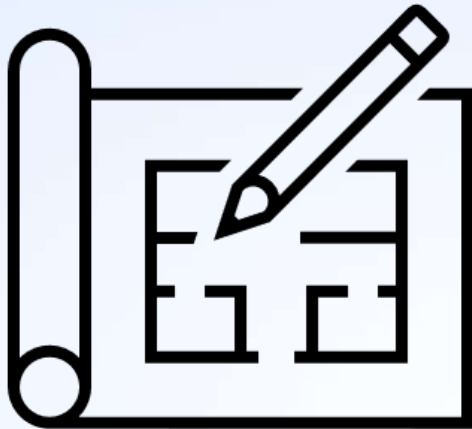
→ Identify patterns

→ Validate fixes

Common Mistakes

- Static docs
- Over-explaining
- Ignoring user data
- Writing for completeness

Advanced tips and Key Takeaways



- AI helps: Drafting and Patterns
- AI can't replace: Judgment & Accuracy
- Focus on high-impact content gaps first
- Consider Tickets as Signals to Doc quality

Questions?

Good documentation doesn't answer questions. It prevents them!

Thank You!

