Ken Pink Writing Examples

I have included three writing examples.

The first was an internal document that described how to give users of the Customer Community access to service cases when their account was part of a parent/child hierarchy.

The second two examples were client-facing and were part of a series of How-to articles I wrote to help clients use the Customer Community.

Example 1

This was an internal document distributed to staff as a PDF that described how to give clients access to service cases when their account was part of a parent/child hierarchy.


Giving Clients Access to Service Cases for Accounts that have a Parent/Child Setup

When accounts are set up in a parent/child relationship users associated with the parent account are able to access service cases for both the parent and child account but only if their *Profile* status is set to *Customer Manager User Parent*.

Creating a Parent/Child Relationship in Accounts

Note: This setting can only be changed by Salesforce users with the *Manage Parent Accounts* permission set. You need to have the correct permission settings to make this change. Requests for parent/child associations can be emailed to portal@imaginecommunications.com.

1. In the *Accounts* tab locate the record for the child account, for example *Account Name Removed*.

2. Click *Edit*.
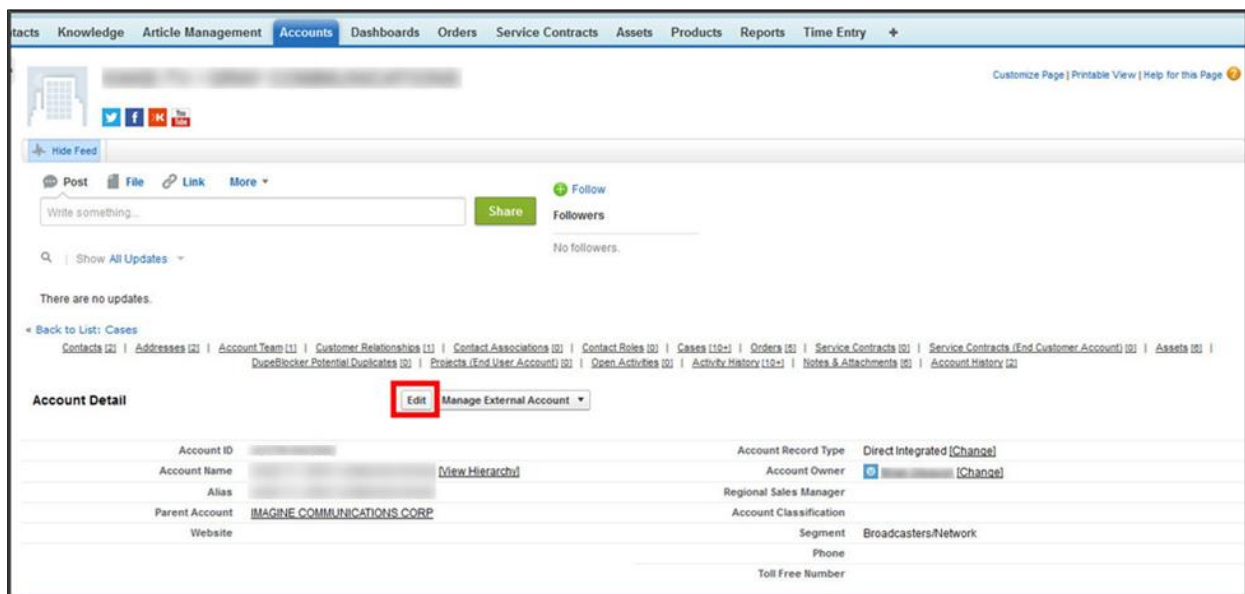
3. In the *Parent Account* field click the magnifying glass and search for the name of the parent account you want to add, for example *IMAGINE COMMUNICATIONS, INC*.

4. From the search results click on the name of the record you want to add as the parent account.

5. Click *Save*.

6. Verify that the parent/child relationship has been established by looking in the *Account Hierarchy Page* section of the *Description Information* area in the *Accounts* tab for either the child or the parent account.

Changing the User's Record to Customer Manager User Parent

1. Locate the user in the *Contacts* tab.

2. Click on *Manage External User* and select *View Customer User*.

3. Click *Edit*.

4. From the *Profile* pick list select *Customer Manager User Parent*.

Click *Save*.

The client will then be able to see service cases for the parent and any child accounts.

Example 2

This was a client-facing How-to article describing how to use the Customer Community. It was written in Salesforce using the rich text editor and published to the Customer Community as a knowledge article as part of the knowledge base. The Summary, Objective and Environment headings are for the article fields in Salesforce. The Procedure contains the main body of the article.

How to Use the Customer Community Knowledge Base

Summary

The Customer Community knowledge base has a collection of articles with information about product support issues.

Articles are organized into topics and include: *Advertising Management*, *Distribution*, *Networking*, *Playout*, *Software and Firmware Release Downloads*, *Documentation*, and *Service Alerts*.

A complete list of topics can be seen by clicking *More Topics* on the *Articles and Downloads* drop down menu.

Objective

To explain how the Customer Community knowledge base is organized.

Environment

Imagine Communications Customer Community knowledge base.

Procedure

The Customer Community knowledge base has a collection of articles with information about product support issues.

Articles are organized into topics that include: *Advertising Management*, *Distribution*, *Networking*, *Playout*, *Software and Firmware Release Downloads*, *Documentation*, and *Service Alerts*.

A complete list of topics can be seen by clicking *More Topics* on the *Articles and Downloads* drop down menu.
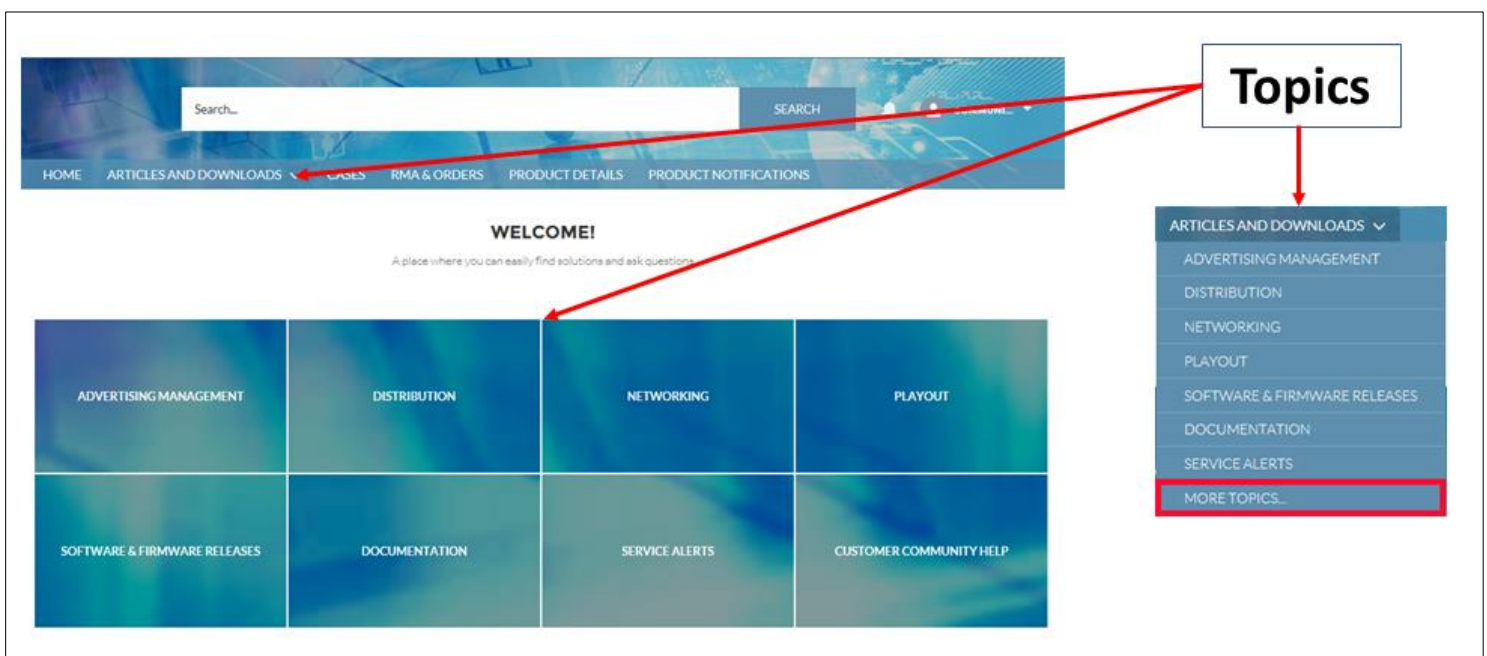
Clicking on *More Topics* will display a page that looks like this.
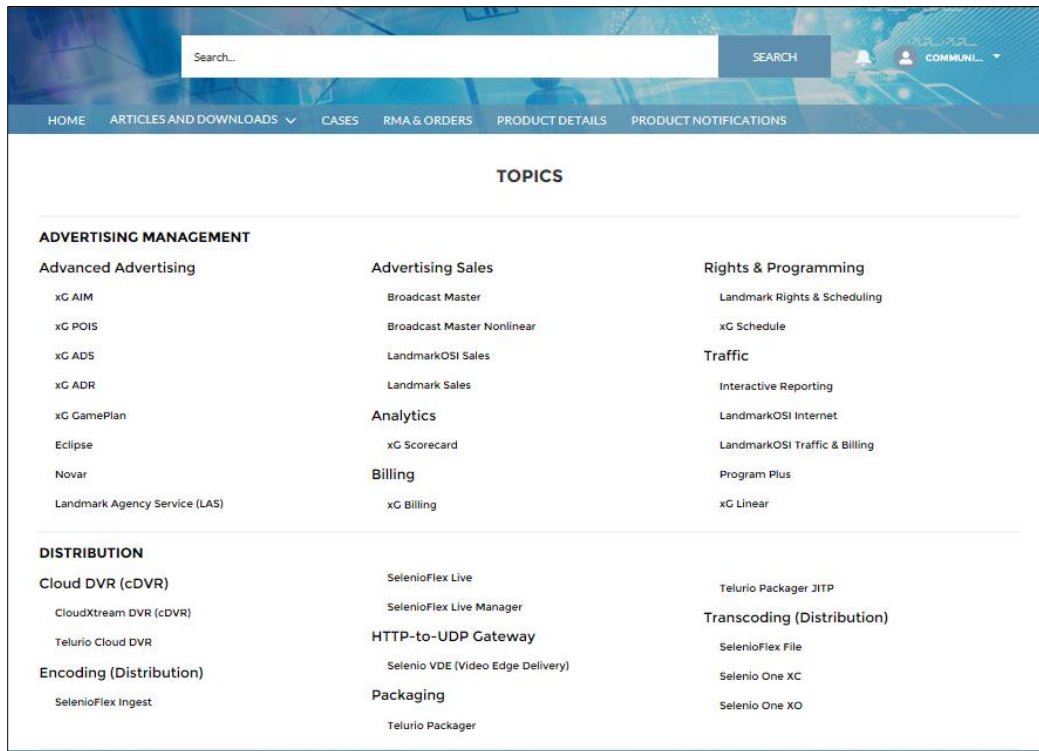
You can find articles by using the *Search* tool. *The Search* tool returns results for *Articles*, *Cases*, *Products* and *Orders*.

Use the *Search* tool by typing the name of what you are looking for into the search field, for example *ADC Media Client*.

You can narrow your search by being more specific, for example *ADC Media Client 4.26.69M Release and Documentation*.

A preview list of articles will be generated as you type.

If you don't see what you are looking for in the preview list click on the *Search* button to open a larger list and access search result filters.

Click *Articles* on the *Search Results* filter on the left to narrow the search results.

Click on the name of the item you are looking for to open up the article. Review the article information.

If there are files to download click the *Download Link* to open a folder on Box where the files are kept.

Click a file to download it.

Note: PDFs can be previewed by clicking on them.

Example 3

This was a client-facing How-to article describing how to find software and firmware releases on the Customer Community. It was written in Salesforce using the rich text editor and published to the Customer Community as a knowledge article as part of the knowledge base. The Summary, Objective and Environment headings were for the article fields in Salesforce. The Procedure contains the main body of the article.

How to Find Software and Firmware Releases on the Customer Community

Summary

The Customer Community has a knowledge base with a collection of articles with links to software and firmware releases.

Click *Topics* and then *Software and Firmware Releases* to browse articles.

Software and Firmware Release articles can also be found using the *Search* tool.

Objective

Understand how to find software, firmware and documentation releases on the Customer Community.

Environment

Imagine Communications Customer Community.

Procedure

Software and firmware release downloads are available on the Customer Community as Software & Firmware Release articles.

Articles have information about releases and a link to the files. Any documentation for the release is also included.

Software and Firmware Release articles are organized into topics.
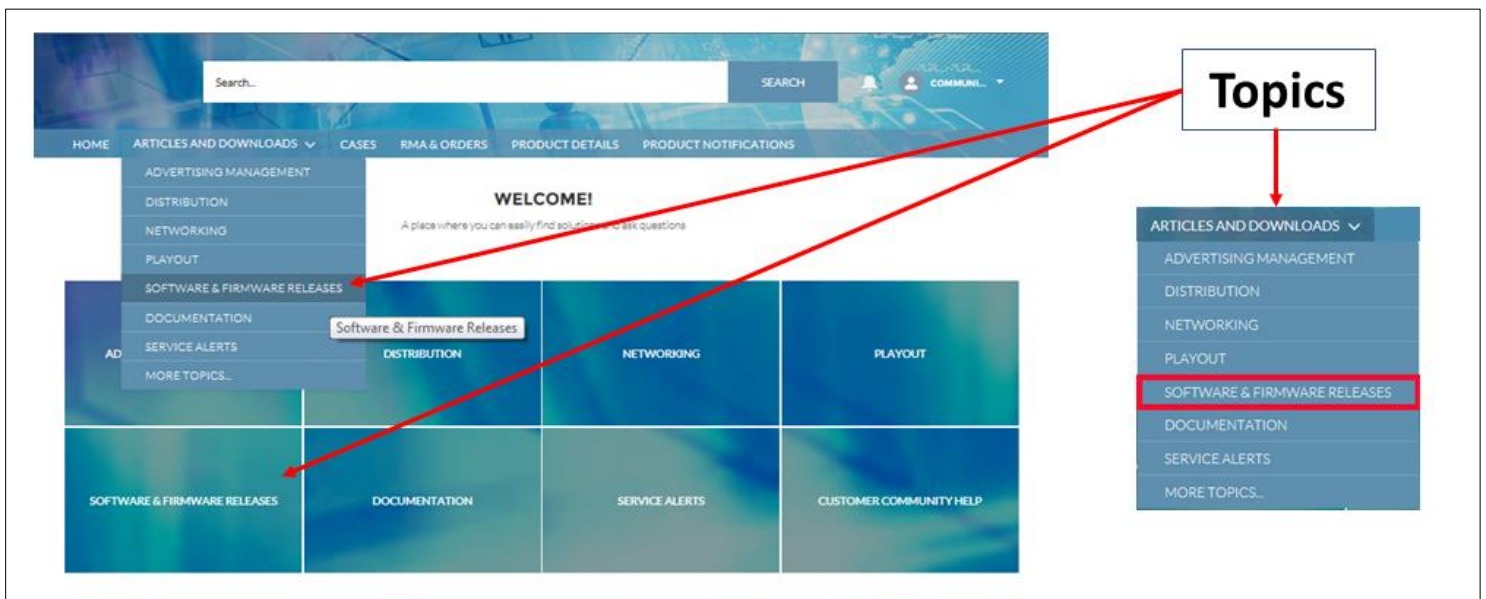
A complete list of Software and Firmware Release topics can be seen by clicking *More Topics* on the *Articles and Downloads* drop down menu.

On the *Software and Firmware Releases* topic page there is are lists of articles for the most recent releases, Trending Articles and Related Topics.

There is also a list of breadcrumbs at the top of the page to help you find articles in the product area you are looking for.

Software and Firmware Release articles can also be found using the *Search* tool.

The *Search* tool returns results for *Articles*, *Cases*, *Products* and *Orders*.

Use the *Search* tool by typing the name of the software or firmware release you are looking for into the search field, for example *ADC Media Client*.

You can narrow your search by being more specific, for example you could search for *ADC Media Client 4.26.69M Release and Documentation*.

A preview list of articles will be generated as you type.

If you don't see what you are looking for click on the *Search* button.
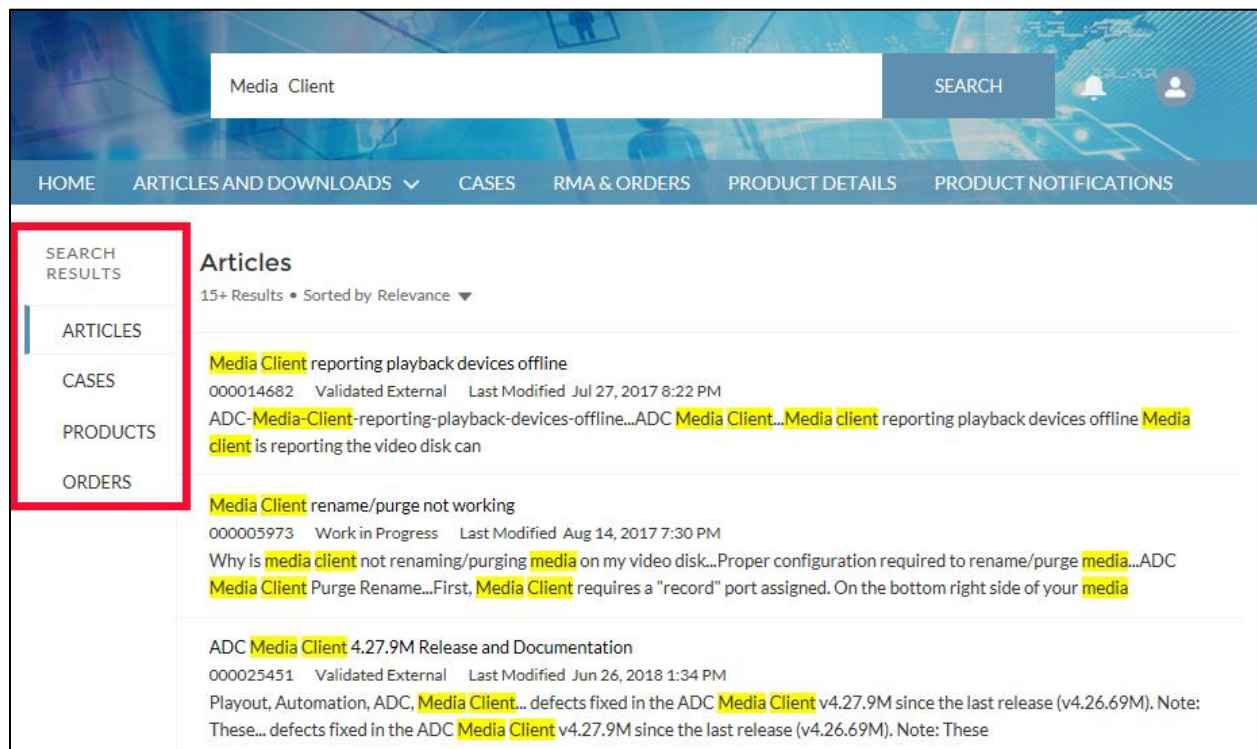
This will open a larger list of articles and provide search result filters.

Click on the name of the item you are looking for to open up the article. Review the article information.

Click the *Download Link* to open a folder on Box where the files are kept.

Click on a file to download it.

Note: PDFs can be previewed by clicking on them.