Welcome to **Write the Docs SLC**!
Today, Gwynne Monahan will talk about creating support content when you don't have much support.

Setting the stage

Project: Recreate Frontier.com's customer care billing content.
Goal: Improve experience with the same content elements *and* improve page performance.
Timeline: 2 weeks?!
Test account: None.
Site map: None.
FAQs: None.

"So we're kicking this project off today, the start of the second week of May, and this project has a hard launch date of June 1 because it must launch with the website redesign of which you are all familiar."

Getting to work

Don't panic. You don't have enough time to panic. Don't get frustrated. You don't have time to get frustrated. Instead, get focused.

Think	Ask
• Methodically • Practically	• What do I want to know? • What does a normal person want to know? • What does it look like? • How do we guide people?

Measuring results

What do we end up with? A better site with targeted and useful content. How does that benefit the company? Lower support costs.

54% fewer support calls	**=**	**$15,000** saved every month

Announcments and Agenda
April 7th, 2018

WRITE THE DOCS | Salt Lake City

Announcements

May meetup

Informal mixer where we'll talk about the Write the Docs Portland 2018 conference: major themes, particularly helpful talks, excellent resources.

When	Where
May 12th, 1pm	TBD

Quarterly planning meeting

Want to help plan WTD SLCs events? We'll have our quarterly planning meeting right after the May 12th mixer. Stick around to help us plan the next quarter!

When	Where
May 12th, 2pm	TBD

Write the Docs Portland 2018

Tickets still available, but expected to sell out soon.

When	Where
May 6th - 8th	Portland

Agenda

7:05 **Welcome**
> Housekeeping
>> Help yourself to snacks
>> Please check in at **http://bit.ly/wtd-slc**
> Mission of WTD
>> Learn docs best practices
>> Code of conduct

7:10 **Creating customer support content when you don't have support** by Gwynne Monahan

7:40 **Q&A**

8:00 **Closing remarks**