

EBOOK

The Guide to Overcoming Documentation Challenges

9 Essential Solutions to Turn
Roadblocks into Results



Fluid Topics

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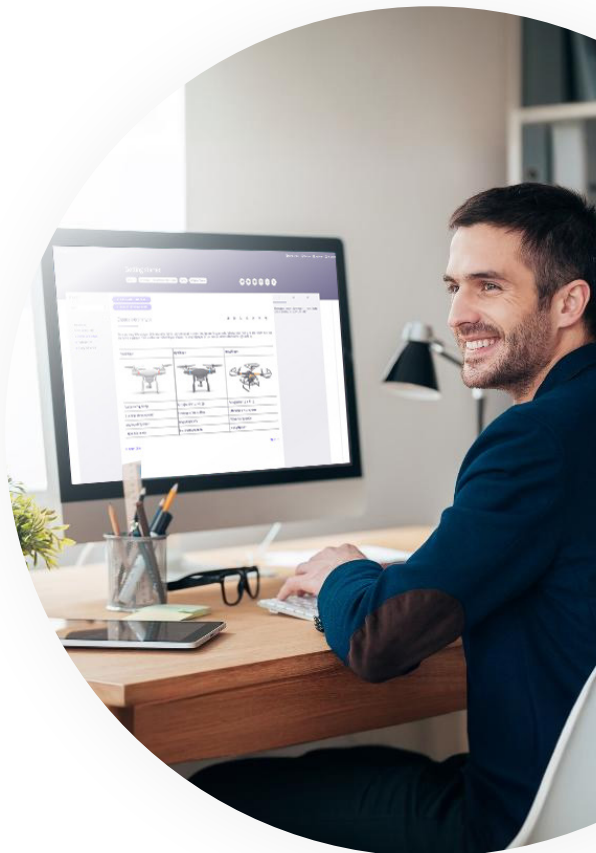
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INTRODUCTION

Your teams may be highly efficient at creating detailed documentation, but how does the content perform? Does it contribute to a positive user experience, enhance employee productivity, and save operational costs for a better bottom line?

While documentation teams provide all the information necessary to achieve strong results, businesses struggle to meet these expectations. These teams spend an average of [50% of their time](#) creating documents, yet 25% of these documents become lost without the right systems and strategies in place to manage this content. Developing and delivering content at scale is a complex, time-consuming process. However, organizations must address challenges like rapid release cycles, siloed information, and disconnected tools and systems, to optimize their results.

Whether you're curious about the business benefits of documentation or looking to understand and overcome common yet critical documentation issues, this eBook is for you. Discover how solving these challenges paves the way for a smoother integration of innovative technologies like Generative AI. You'll understand concretely how documentation teams have the power to initiate new opportunities to improve the user experience and optimize the company's ROI.



GLOSSARY

- **Enterprise Knowledge Platform (EKP):** An EKP is a software solution that centralizes and unifies content from a wide variety of sources and formats. It connects users with the right product knowledge exactly when and where they need it – whether through a documentation portal, knowledge base, CRM, website, or AI-powered tools.
- **Generative AI (GenAI):** GenAI refers to a category of artificial intelligence that produces new content including text, images, audio or code, making it a valuable tool across industries. It uses datasets to replicate patterns and create new, similar data in response to prompts. Often, GenAI uses LLMs to understand and/or produce natural language. Examples of GenAI platforms include ChatGPT or DALL-E2.
- **Retrieval Augmented Generation (RAG):** RAG is the process of enhancing the outputs of an LLM. This is done by allowing it to retrieve data from an external knowledge base. For example, Fluid Topics' platform enhances an LLM's outputs with your product content. As a result, the LLM has access to specific, accurate, and up-to-date information without needing retraining.

[See Full Glossary](#)

BENEFITS OF DOCUMENTATION

Users expect to find the exact information they need, when and where they need it. By meeting their expectations, your company will reap the benefits of providing relevant, easily accessible documentation.

- **Enhanced Customer Satisfaction:** Customers want quick, precise answers. Research shows that [72% of users](#) prioritize immediate assistance and [86% of B2B customers](#) favor self-service digital options. Empower customers to solve their own issues by offering relevant, actionable documentation through self-service channels. This accelerates resolution times and improves user satisfaction with your product or service.
- **Improved Employee Productivity:** Knowledge workers spend about [30% of the workday](#) looking for information. From new hires to veteran employees, your teams need accurate information to make quick, effective decisions. This is why [74% of organizations](#) agree that effectively managing company knowledge content, including making it accessible to employees, increases company productivity by 10-40%.
- **Reduced Costs:** Quality documentation reduces employee and customer costs. In 2023, companies across industries [spent an average of \\$954](#) to train each new hire. With easy access to detailed information, new employees quickly become self-sufficient by leveraging common organizational knowledge. On the customer side, users resolve issues through self-service documentation instead of relying on support agents — a more cost-effective approach to customer support.



5 Technical Documentation Trends for 2025

Optimize the impact of your documentation benefits by staying up to date on the latest trends and technologies that bring value to your teams and end users.

[Learn more](#)

9 DOCUMENTATION CHALLENGES TO TACKLE

1. KNOWLEDGE IS SCATTERED ACROSS DEPARTMENTS AND TEAMS

From Product Knowledge to Marketing, Legal, and IT, many teams contribute to a company's knowledge documentation. However, producing content across teams creates complex knowledge silos that lead to inconsistent content experiences. As a result, users often struggle to find the information they need. These fragmented systems waste time and duplicate efforts, contributing to the poor knowledge-sharing practices that cost Fortune 500 companies an estimated [\\$31.5 billion annually](#). Businesses need a unified system to manage and deliver scattered knowledge, so information is easily available.

How Enterprise Knowledge Platforms solve this:

Documentation teams often assume a single system, like a CCMS, centralizes content production and management, but different teams don't work that way. Content silos are inevitable – and that's alright. With an EKP, teams extract value from these silos. An EKP centralizes and structures knowledge from different departments and systems, whether it's a Word document or a database of DITA topics. Allowing multiple teams to use different tools for each type of content goes from being a content barrier to a best practice.

How much documentation do companies have to manage in 2025?



(Source: [Shelf](#))

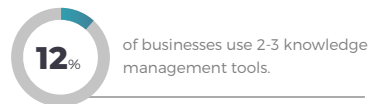
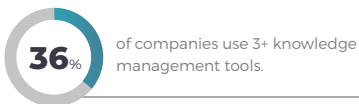
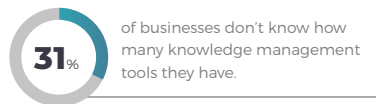
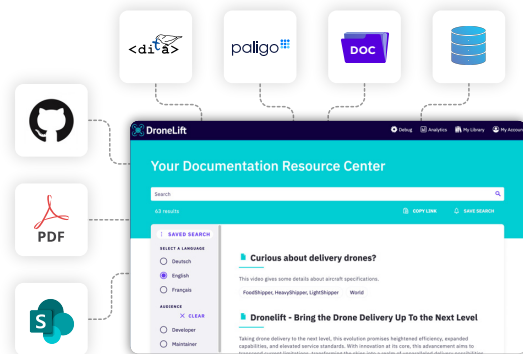
9 DOCUMENTATION CHALLENGES TO TACKLE

2. THERE ARE TOO MANY TOOLS AND CONTENT FORMATS

Each team has different documentation needs, resulting in a plethora of tools to write and publish content – Paligo CCMS, Madcap Flare, Author-IT, Confluence, Adobe FrameMaker, Microsoft Word, and more. Some tools produce structured documents while others create unstructured content, but all should be able to publish to the necessary endpoints. However, each tool supports different file formats when teams export content for publication. As a result, product knowledge teams must manage and convert these formats for consistency.

How Enterprise Knowledge Platforms solve this:

Enterprise Knowledge Platforms enable your teams to continue using their preferred tools and writing processes. Many EKPs also provide seamless integrations with content sources and tools, helping alleviate the adverse effects of content silos. For example, Fluid Topics' built-in processing pipelines ingest content in its native format, including DITA, Docbook, other XML-based formats, HTML, Markdown, YAML, and even multimedia files. The platform then transforms the ingested information into granular, unified, digital-ready content, making it ready for publication across all dedicated channels.



(Source: eGain)

9 DOCUMENTATION CHALLENGES TO TACKLE

3. MULTICHANNEL PUBLISHING IS NECESSARY YET COMPLEX

Documentation teams must manually adapt content for each new channel and user application, expanding their workload and likelihood for errors. Special requirements, like unique formatting or integrations with other tools, escalate the complexity. Moreover, maintaining consistency becomes increasingly difficult, as documentation updates may not automatically sync across channels. Ultimately, teams are left with a complicated publishing process that wastes time and heightens the risk of inaccuracies in the documentation.

How Enterprise Knowledge Platforms solve this:

After consolidating all content into a unified knowledge repository, EKPs connect to all content delivery points – documentation portals, CRMs, websites, chatbots, and more – via API. This allows companies to simultaneously publish content to all channels as soon as it's ready. No more manual updates: teams save time to focus on other priorities.

The image shows a screenshot of a 'DroneLift' web application displaying 'Safety Instructions'. The page includes a header with navigation links (Administration, Analytics, My Library, My Account), a breadcrumb trail (en-US > FleetShipper_HeavyShipper_LightShipper > World > Recipient_Sender), and a 'SUMMARIZE THIS PAGE' button. The main content area is titled 'Safety instructions' and contains a paragraph of text followed by a bulleted list of safety instructions. Below the text, there are icons for various devices: a laptop, a smartphone, a tablet, and a drone. A search bar at the bottom contains the query 'What should i be careful about with my drone?'. To the right, a 'Zoho Desk' logo is visible, and a 'Safety instructions' card provides a summary of the content. The entire interface is set against a blue and white color scheme.

HOW JOHNSON CONTROLS COMMUNICATES ABOUT 1 MILLION PRODUCTS ACROSS 60 WEBSITES

Discover how Fluid Topics helped JCI build a powerful system to streamline documentation management.



Learn how

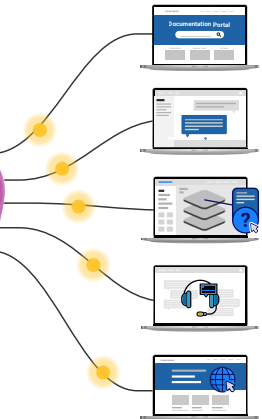
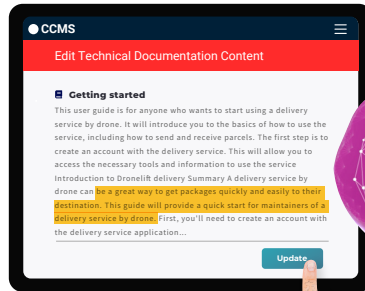
9 DOCUMENTATION CHALLENGES TO TACKLE

4. TEAMS STRUGGLE TO KEEP UP WITH FAST RELEASE CYCLES

New product launches and updates are increasingly frequent, particularly for software companies. Technical documentation teams struggle to update and publish content in pace with release cycles. Yet, in failing to keep up, companies then risk sharing outdated, inaccurate information with users. This leads to user frustration, mistrust, and sometimes product downtime.

How Enterprise Knowledge Platforms solve this:

EKPs allow technical documentation teams to update and publish documentation as frequently as needed. By enabling continuous omnichannel content delivery, EKPs ensure everyone has real-time access to the latest documentation and updates. It boosts productivity, keeps users happy with timely information, and builds trust through consistent and reliable information on every platform.



“We’ve saved up to two weeks in the documentation delivery process for large products, which helped us reach our goal of four-week release cycles. We couldn’t have kept up with the pace without Fluid Topics.”

Lonnye Yancey-Smith

Executive Manager of the Asset Lifecycle
Intelligence Division



HEXAGON

9 DOCUMENTATION CHALLENGES TO TACKLE

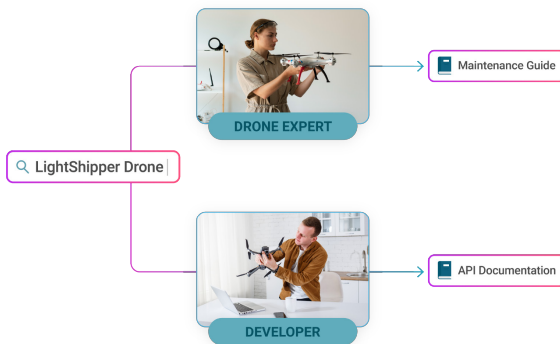
5. RELEVANT CONTENT IS HARD TO FIND

Despite the increasing popularity of self customer service, only [15% of users](#) are satisfied with the self-service experiences currently available. Documentation often proves hard to search and read. In some cases, content is hosted on platforms ill-suited for technical documentation, leading to endless HTML pages and a frustrating user experience. As products become more complex and documentation grows, users face difficulty finding the precise information they need. This is often due to poor search functionalities, irrelevant results, or even missing critical content.

How Enterprise Knowledge Platforms solve this:

Findability relies on a finely tuned search engine. An EKP must provide state-of-the-art search capabilities. But what exactly makes a search engine great?

- It adapts its indexing strategy to each document's structure for maximum relevance.
- It is personalized, learns from user behavior, and adjusts to search patterns.
- It understands grammar and has semantic skills like recognizing synonyms.
- It is typo-tolerant, understanding approximations and errors in spelling.
- It offers filters to refine user searches based on context.
- It is intuitive with concise results that highlight key search terms or synonyms.



of a knowledge worker's workday is spent searching for information. Just imagine how long it takes external users to find information!

(Source: [International Data Corporation](#))

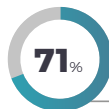
9 DOCUMENTATION CHALLENGES TO TACKLE

6. PERSONALIZING DOCUMENTATION IS COMPLICATED

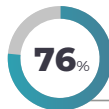
Documentation must cater to diverse audiences, including customers, internal teams, and partners, each with specific needs. Then, once adding in content personalization for language localization and role-specific information, the complexity increases significantly. Users now expect companies to deliver documentation tailored to their preferences, profiles, and past behaviors. While this may seem daunting for documentation teams, it has become essential.

How Enterprise Knowledge Platforms solve this:

EKPs can smartly leverage granular, standardized content, taxonomies, content metadata management and user profiles to personalize content at the point of delivery. Advanced tagging and metadata systems ensure the right content is dynamically delivered based on user roles, locations, preferences, or other contextual elements. As a result, customers can effortlessly access the most relevant and personalized information without searching through multiple sources or putting the burden on product knowledge teams.



of users expect personalized experiences.



of users express frustration when their expectations aren't met.

(Source: [McKinsey](#))



Breaking Free From One-Size Fits All Documentation

A Webinar by Fabrice Lacroix and Val Swisher

▶ Watch the Webinar

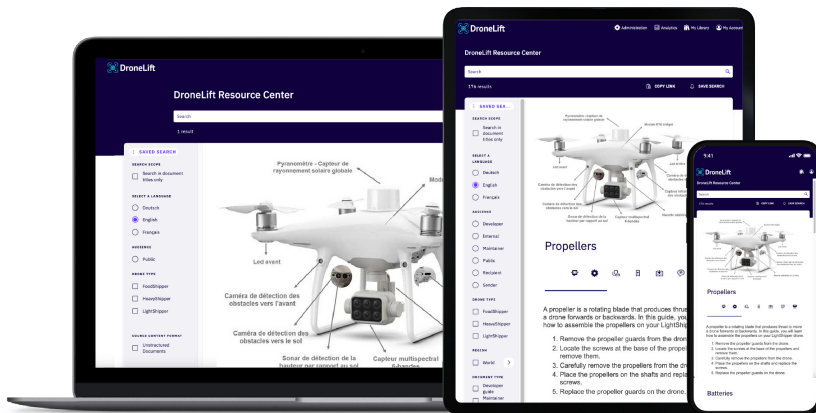
9 DOCUMENTATION CHALLENGES TO TACKLE

7. MOBILE RESPONSIVENESS IS LACKING

[99.5% of field service](#) technicians use mobile devices on the job, and they're not the only ones. All kinds of users need access to documentation from different devices whether it be a mobile phone, tablet, laptop, or even AR goggles. Yet, they often face inconsistent experiences across devices when trying to access different media formats. The lack of responsiveness delays interventions causing user frustration, product downtimes, and potential safety hazards.

How Enterprise Knowledge Platforms solve this:

Help your users access all kinds of documentation from any device. An EKP renders text, graphics, 2D and 3D models, and multimedia content consistently and seamlessly across device types and screen sizes. As a result, deliver the content viewing experience your users need and expect.



9 DOCUMENTATION CHALLENGES TO TACKLE

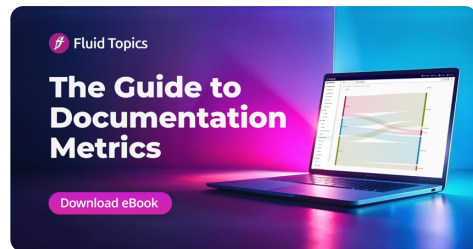
8. ANALYTICS TO MEASURE CONTENT PERFORMANCE ARE MISSING


Once your documentation is published, the work doesn't stop there. Teams need to update content for clarity, product evolutions, and new use cases to better serve user needs. However, continuous improvement is impossible without dedicated content analytics and opportunities for customer feedback. Questions like "Which topics are most viewed?", "Where do users struggle?", and "What content is rarely accessed?" often go unanswered, making it hard for documentation teams to refine content or prioritize updates.

How Enterprise Knowledge Platforms solve this:

There are several documentation metrics that companies can track with an EKP to determine the effectiveness and ROI of their content. The best EKPs offer rich, valuable insights into how documentation is performing. This is possible by capturing each user interaction with high levels of detail and deep context to extract meaningful information. There are several metrics that EKPs like Fluid Topics allow you to track:

- Documentation contributions
- Searches with no results
- Usage metrics (Active users, time spent reading, document and topic views...)
- User interactions (Bookmarks, shared links, personal books)
- Device types
- Customer ratings and feedback
- And more!





"These new content analytics have helped to challenge long-standing beliefs about how content was used. Now, the team can easily understand what users have searched for and for how long or if, for example, there are topics that have never been visited. We use these insights to drive our documentation effort."

Beth McFadden

Technical Project Manager for Content Operations

teradata.

9 DOCUMENTATION CHALLENGES TO TACKLE

9. SECURITY AND COMPLIANCE RISKS PERSIST

Whether due to working in a regulated industry, integrating new channels, or adding AI applications, security considerations are always shifting. Weak access controls, poor version management, and inconsistent security across platforms expose documentation to unauthorized access, data breaches, or accidental information leaks. Additionally, some companies are starting to use a Retrieval-Augmented Generation framework to optimize their GenAI applications for product-specific queries. While RAG offers significant advancements, it also comes with data privacy concerns and risks of misinformation.

How Enterprise Knowledge Platforms solve this:

EKPs feature advanced access controls, allowing organizations to set permissions based on roles, profiles, groups, or even specific accreditations. This guarantees that only authorized users have access to sensitive content. Characterized by their built-in compliance, EKPs ensure that documentation meets industry standards and regulatory requirements.

To manage AI security and related documentation challenges, find an EKP that functions as a secure-by-design AI gateway, natively governs content, and includes embeddings computation and a vector database within its infrastructure. These features mitigate any risks of leaking confidential information.

DroneLift Administration

Manage user rights

155 users [Edit default roles](#)

Search Filtering by

Username or email All Realms All Groups All Roles

Name	Created on	Last activity	Realms	Groups	Roles
Arnaud	4/16/24	6/4/24, 10:53 AM	Internal		ADMIN ANALYTICS_USER BETA_USER
Clément	1/26/24	1/26/24, 5:44 PM	Internal		COLLECTION_USER DEBUG_USER FEEDBACK_USER
DroneLift API					ANALYTICS_USER BETA_USER USERS_ADMIN
Karim BEN MILED					ANALYTICS_USER FEEDBACK_USER SAVED_SEARCHES_USER
Rémi					ANALYTICS_USER BETA_USER

Default roles

Select roles to assign to all unauthenticated users

- Can use the print feature in the Reader page
- Can rate content
- Can send feedback
- Can use generative AI features

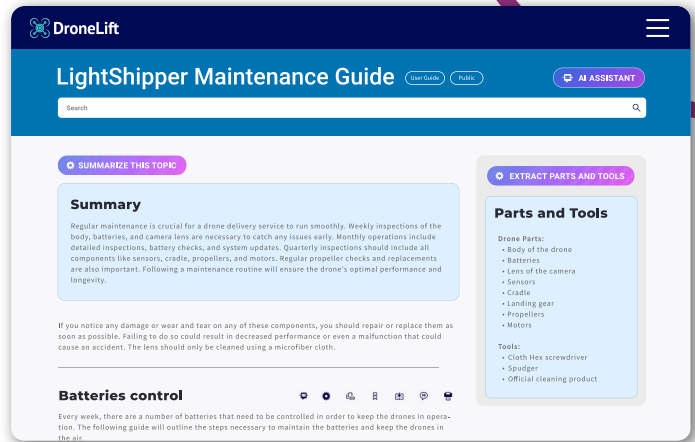
Select roles to assign to all authenticated users

- Can create personal books
- Can create and share personal books
- Can create personal books and download to HTML
- Can create personal books and download to PDF
- Can save searches
- Can create collections
- Can use offline features
- Can see XHub analytics
- Can use beta features
- Can access debug tools

OVERCOMING DOCUMENTATION CHALLENGES FOR AI INTEGRATION

Without first tackling the above documentation challenges, companies will remain unable to implement new, innovative technologies that rely on a unified content repository. Most notably, the rapid emergence of GenAI in recent years is redefining content management requirements. AI algorithms grapple with accessing and applying information in environments where knowledge is scattered across multiple systems and formats. Companies looking to deploy RAG models or other AI-powered tools in this environment would struggle to create reliable, accurate content. GenAI is only as good as the content it is fueled by, and disparate sources cause incomplete results.

Content unification is a pre-requisite to any AI project. Once your teams have achieved this, you have a solid foundation to focus on GenAI applications. Without first resolving the initial challenges of low content findability, personalization, user access rights, and more, new AI applications will continue to generate inconsistent, misleading, and incorrect information.



AI-powered Documentation Portals

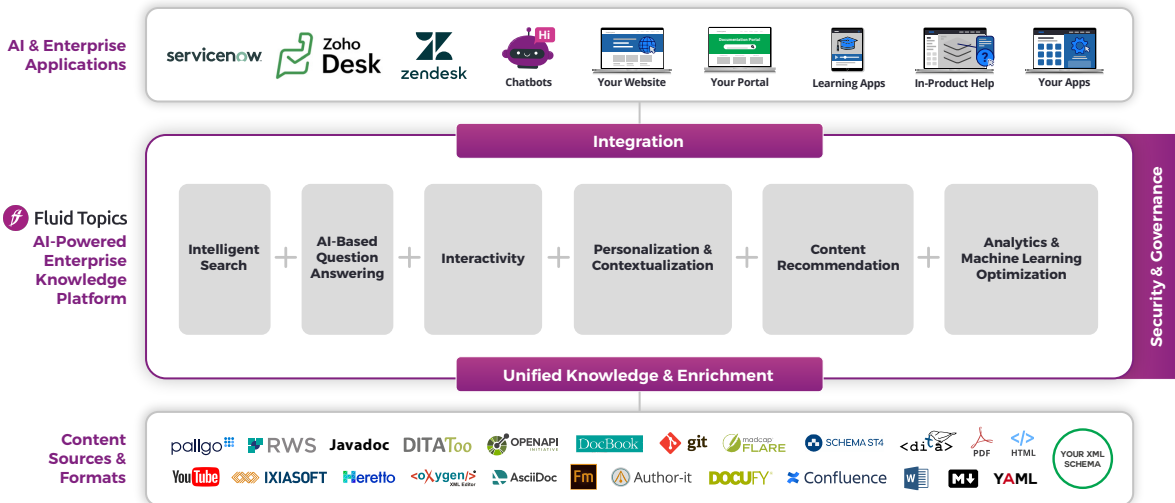
Discover how to optimize your documentation portal and self-service experiences with AI-enabled features.

[Download eBook](#)



HOW CAN FLUID TOPICS SUPPORT YOUR DOCUMENTATION PORTAL?

Overcoming documentation challenges to optimize the user experience and improve your company's ROI has never been easier with an Enterprise Knowledge Platform. Fluid Topics' AI-powered EKP mitigates common content challenges by centralizing documentation from various sources and formats to provide a comprehensive, accurate understanding of your organization's product knowledge. It provides a seamless content experience while ensuring content security, compliance, traceability, and accessibility. Moreover, Fluid Topics lays the foundation for building a GenAI-ready environment so your company can stay competitive with the latest innovative technologies.



GET TO KNOW US

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Access our on-demand demo library for self-guided videos

See Fluid Topics in Action

About Fluid Topics

Fluid Topics' AI-powered Enterprise Knowledge Platform is a software solution that collects and unifies all types of documentation, no matter the initial source and format. It then feeds the relevant content to any digital channel, device, and application, including Fluid Topics' native customizable customer portal, in context with the users' needs and environment.



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Industry
Leaders

