

Tanner Corporate Services, Inc.

# Performance support for operations

Technical communications consultant improves access to documents and usability with new ways to share information across locations with Adobe RoboHelp



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## Results

- Enables clients to share information effectively across their locations regardless of device
- Easily single source procedure details with Adobe RoboHelp
- Allows content and technology to be managed together to deliver better overall knowledge management options
- Offers clients instant access to essential business information with the flexibility to drill down to specific information from a single tool

All organizations have a common need to capture, organize, and share information, whether for marketing, training, or consistent operations across locations. Tanner Corporate Services is a communications consultant that helps clients improve knowledge management using a combination of technology, hands-on strategies, and a clear focus on the business goals each organization wants to achieve.

Tanner's expertise spans a range of communications consulting, analysis, design, and delivery services. With Adobe RoboHelp, the company efficiently customizes client communications for print and electronic platforms, including online help engines, traditional websites, interactive documents, computer-based training, and blended learning tools. The software helps Tanner create and publish content that can be accessed across channels via desktop computers, tablets, and smartphones, and output in formats that include multiscreen HTML5, WebHelp, CHM, Adobe AIR® Help, PDF, eBook, and native mobile apps.

"We segment content for usability, learning, convenience, and reuse, so we can make the right information available at the right time to any audience," says Beth Tanner, president, Tanner Corporate Services. "Adobe RoboHelp lets us create and aggregate content and achieve a consistent look across devices. We can also create intelligent, searchable content regardless of the channel in which it is viewed. Our goal is to give clients greater confidence in the timeliness, consistency, and completeness of their information resources."

## Supporting growth and service delivery at MAPCO

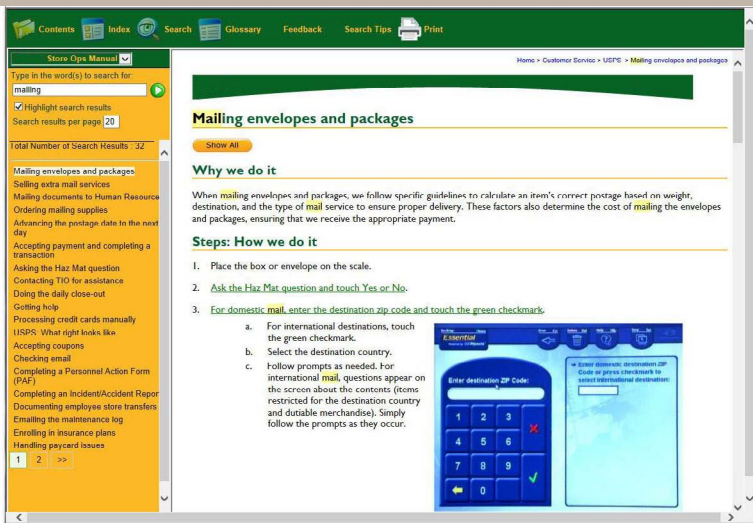
A longtime Tanner client, MAPCO Express is the retail subsidiary of Delek US Holdings, which operates 362 convenience stores in seven states in the southeastern United States. MAPCO provides operations training to new and existing employees, such as teaching employees how to use point of sale (POS) systems, price scanners, gas pumps, and other equipment in its stores.

Although the company had a powerful, sophisticated online training solution in place, MAPCO wanted to augment training with online performance support providing store associates with just-in-time access to detailed standards and procedures. Before implementing the online operations manual, store associates received policy, procedure, and best practice updates from multiple departments on an irregular schedule, as changes occurred.

When the company initially engaged Tanner, MAPCO was primarily interested in transferring written information to an online format with as little content modification as possible. MAPCO wanted to help ensure employee adoption of the online resource before approving content changes. As the relationship between Tanner and MAPCO evolved, the MAPCO team realized the presentation advantages offered by Adobe RoboHelp.

"Once the operations manual was online and everyone could use it to search for specific information, the value of the new system was evident," says Shelley Bates, production specialist at Tanner. "Adobe RoboHelp supported improvements in content taxonomy, presentation, and organization. As MAPCO continually challenged us to prove the benefits of digital performance support, we responded by showing them how to better find and organize content and how to make the operations manual more usable."

Using Adobe RoboHelp, the MAPCO Stores Operations Manual enables employees to easily search, find, and drill down to the specific information they need. Updates to the manual are available immediately, providing staff with just-in-time access to detailed policies and procedures from a single tool that can be made available on multiple devices.



Disclaimer: This is a representation of the program and not MAPCO's manual.

*“The best part of the Adobe RoboHelp solution is that field staff can access a checklist view or toggle for procedure detail. We use the same online content for training and for performance support.”*

Gary Baker, senior director of training development and human resources information systems, MAPCO Express

### Challenge

- Delivering multiple variations of content for viewing on different devices
- Supporting existing systems with new technologies that provide just-in-time information
- Introducing customized search and user interface options for improved information access

### Solution

Use Adobe RoboHelp to create and publish a variety of content for reliable viewing on different devices, providing businesses with a solid foundation to support their ongoing operational and performance goals

### Systems at a glance

Adobe RoboHelp  
Adobe RoboHelp Server

### For more information

[www.adobe.com/products/robohelp.html](http://www.adobe.com/products/robohelp.html)

Tanner used Adobe RoboHelp features such as dynamic user-centric categories, customized navigation, search, table of contents, formatting, and single-sourced style sheets to help MAPCO focus on what it really needed from its operations manual. For example, Tanner provides progressive disclosure using the dropdown text feature, which improves usability by presenting only the minimum information needed for the task at hand. But it also gives MAPCO employees the option to dig deeper for more complex support without leaving Adobe RoboHelp. In addition, updates are available immediately at all MAPCO locations, giving the stores more confidence regarding procedure or policy changes.

“We are extremely pleased with the Ops Manual content and presentation,” says Gary Baker, senior director of training development and human resources information systems at MAPCO. “The best part of the Adobe RoboHelp solution is that field staff can access a checklist view or toggle for procedure detail. We use the same online content for training and for performance support.”

MAPCO is now interested in extending delivery of its digital operations manual to mobile devices. With Adobe RoboHelp, Tanner can leverage the scalable, extensible multiscreen HTML5 format to make content output look its best on a range of devices. Tanner can create new device profiles, specify a range of dimensions or resolutions for each device, provide screen frame images for better previewing of output screens, and specify the browser agents to use to access the content.

“MAPCO asked what would have to be done to adapt the operations manual for smaller devices. Without modifying anything, I just called up the existing HTML-based output in a web browser on my tablet and my smart phone and showed it to them. They were impressed by how easily content could be adapted,” says Bates. “With Adobe RoboHelp, we can quickly reuse existing content on more devices. It gives MAPCO a solid foundation for future growth.”

### Next-generation client communications

Today, Tanner is expanding to using Adobe RoboHelp Server software, which extends the managing and tracking capabilities of Adobe RoboHelp to automatically build multiple sections of a project, and then publish them as a unified online information system. In addition to managing user rights and security, Tanner can take advantage of simplified deployment and content configuration. It can also track and analyze data navigation patterns and repeated search requests to optimize help content and enable powerful searches based on a wide range of variables.



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