CIDM Metrics Report

Sabine Ocker

Senior Consultant, Comtech Services
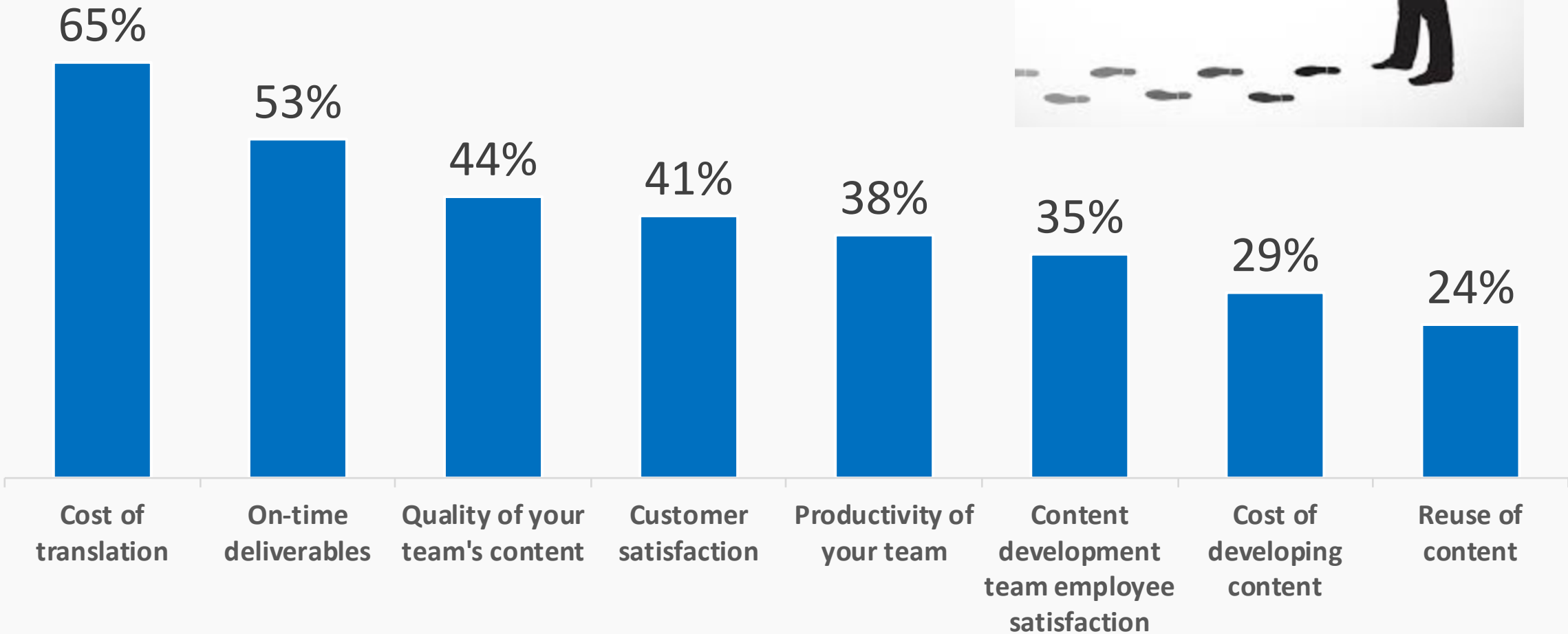
Data! Data! Data! I can't make bricks without clay!

Sir Arthur Conan Doyle
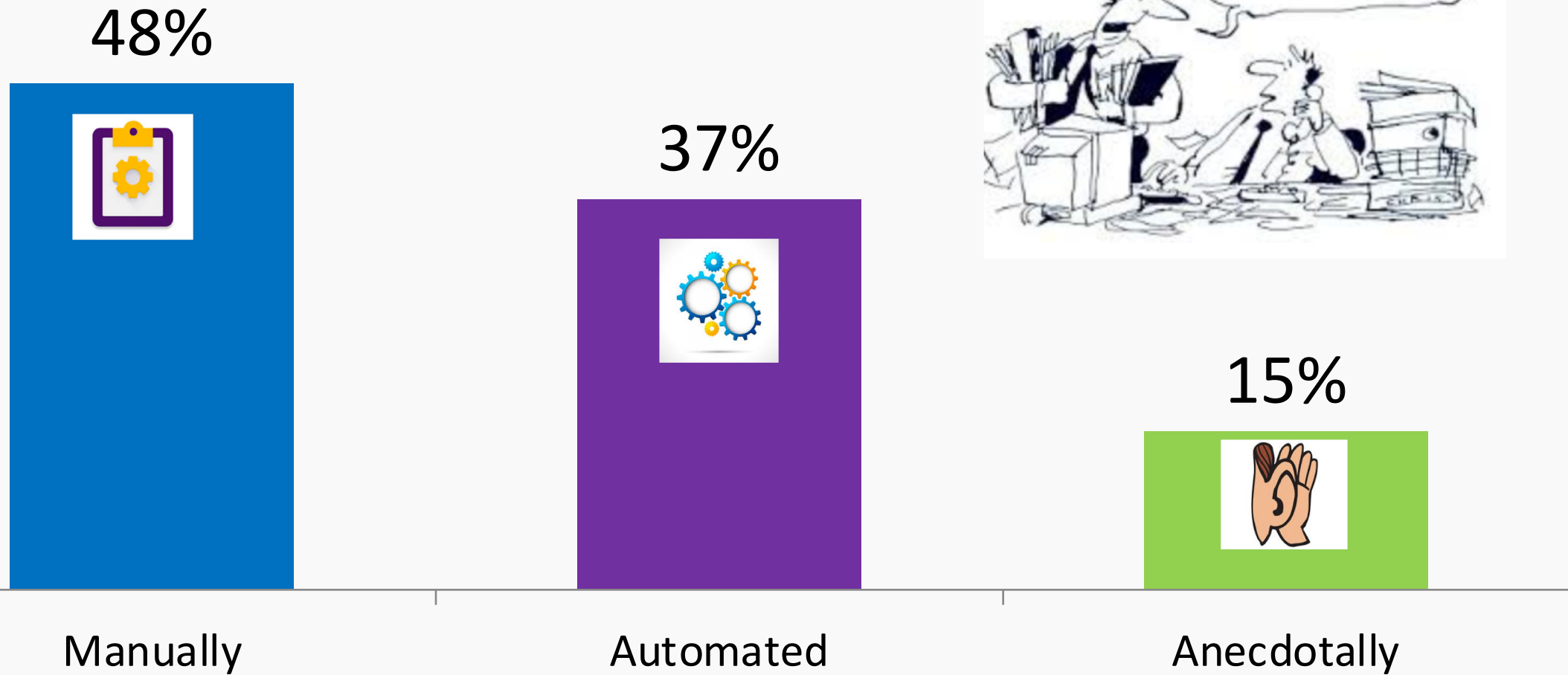
Participants

What are we Tracking?

65% — Cost of translation

53% — On-time deliverables

44% — Quality of your team's content

41% — Customer satisfaction

38% — Productivity of your team

35% — Content development team employee satisfaction

29% — Cost of developing content

24% — Reuse of content

Tracking versus Accountability
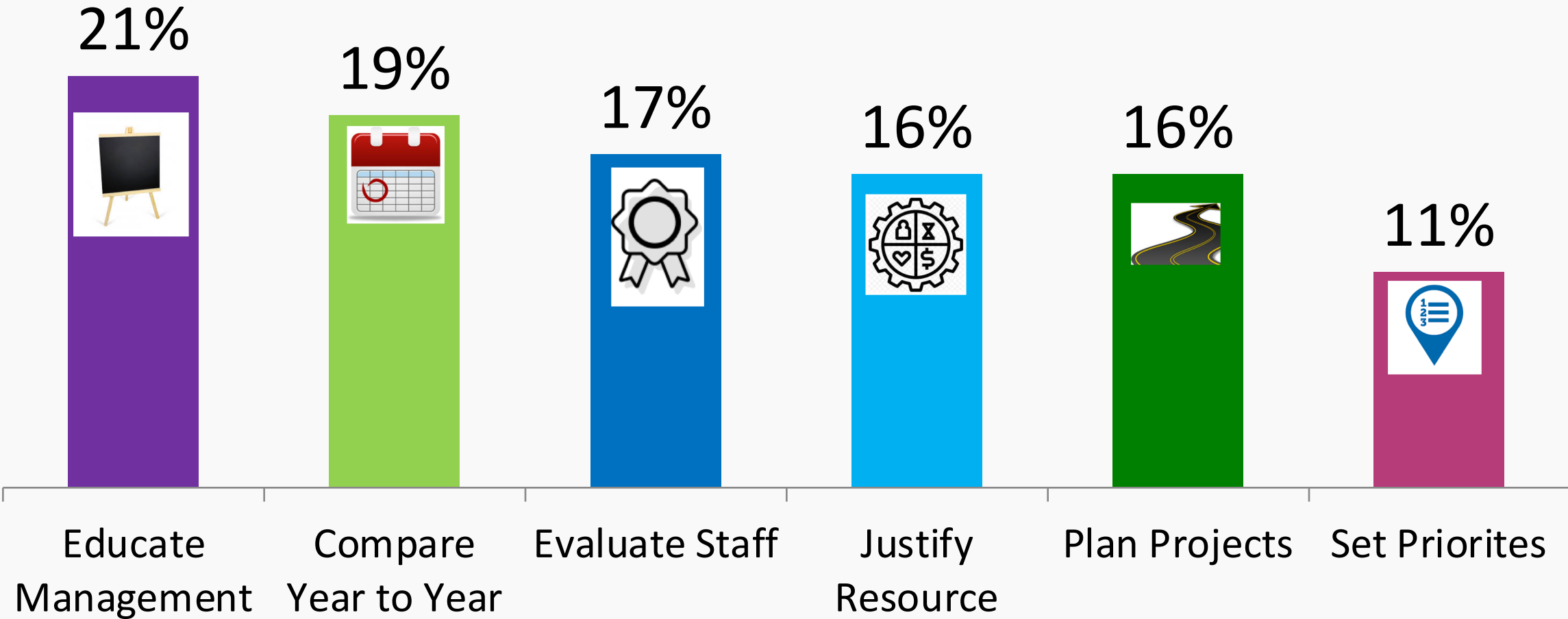

Measuring ■ Manager Goals ■ Team KPIs ■

"Demand is high and resources are low. It has been hard to take focus off the effort required for the next release—more often I've been in the trenches with the team, helping them meet the deadline. Not sustainable!"

"Some [metrics] could be a higher priority later, but we're not there yet. We have just started trying to measure in the past couple of years"

How do you get the Data?

GET ALL THE INFORMATION YOU CAN, WE'LL THINK OF A USE FOR IT LATER.

48%

37%

15%

Manually

Automated

Anecdotally

What do you do with the Data?

Educate Management	Compare Year to Year	Evaluate Staff	Justify Resource	Plan Projects	Set Priorities
21%	19%	17%	16%	16%	11%

Who do you share the Data with?

56% — Management

25% — Your Team

19% — Others

On-Time Deliverables

Auto
Manually

How

Who

Others
Team
Mgmt

Evaluate
Compare
Educate

What

Productivity

How

Anecdotally
Auto
Manually

Who

Others
Team
Mgmt

What

Justify
Educate
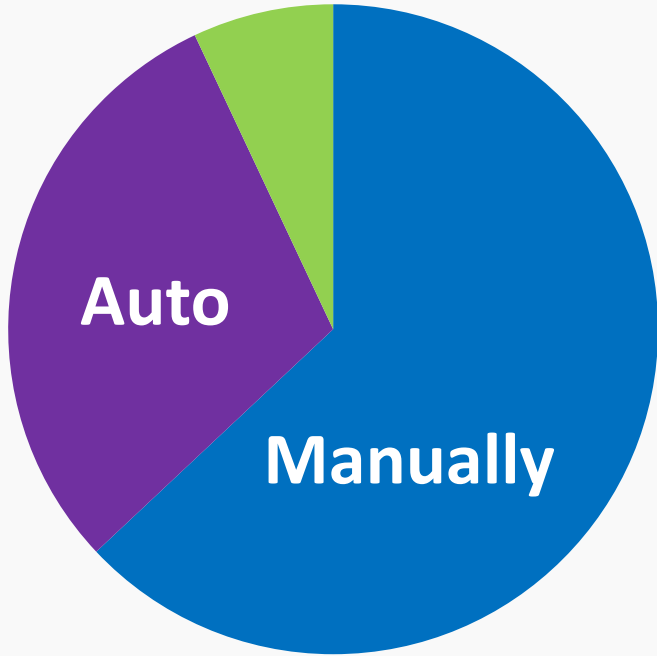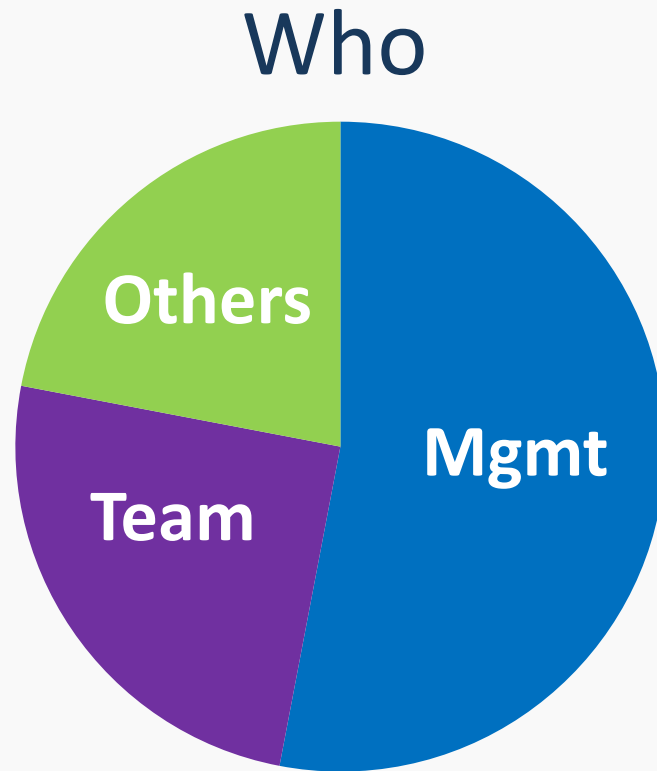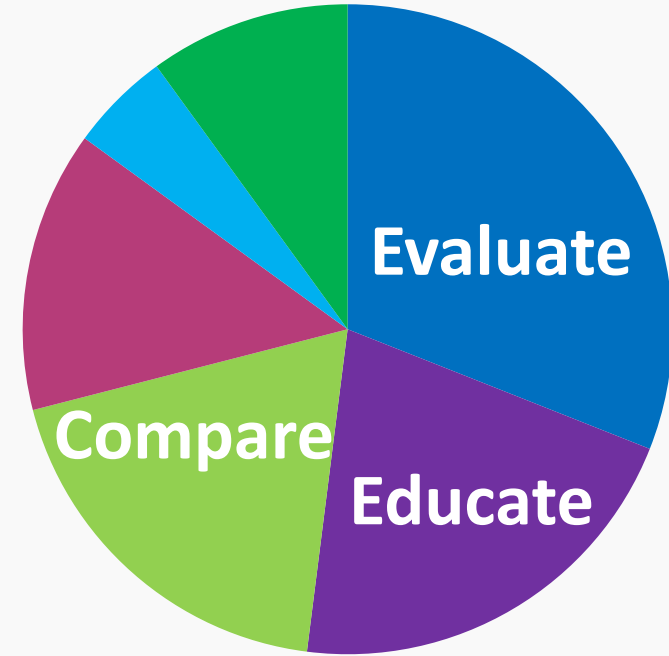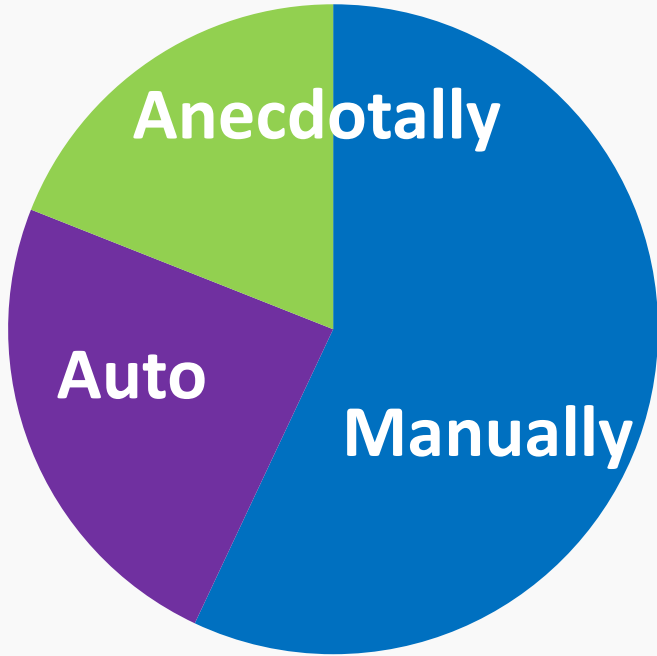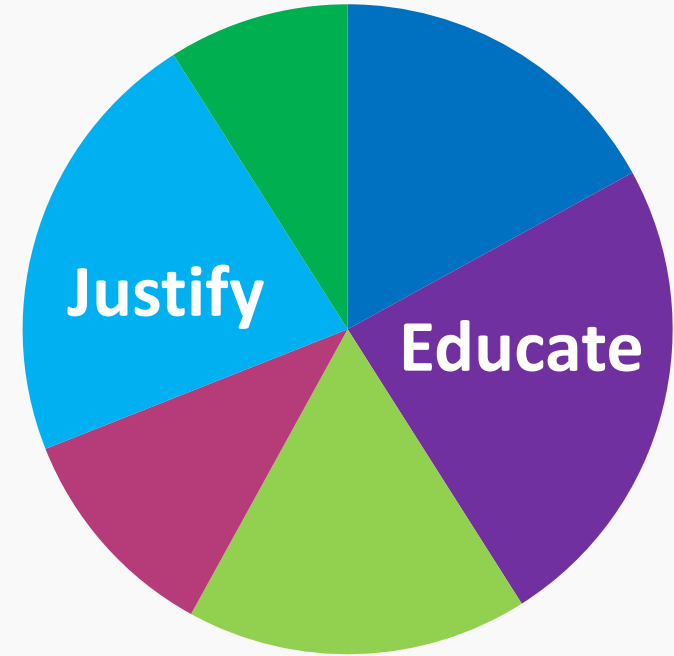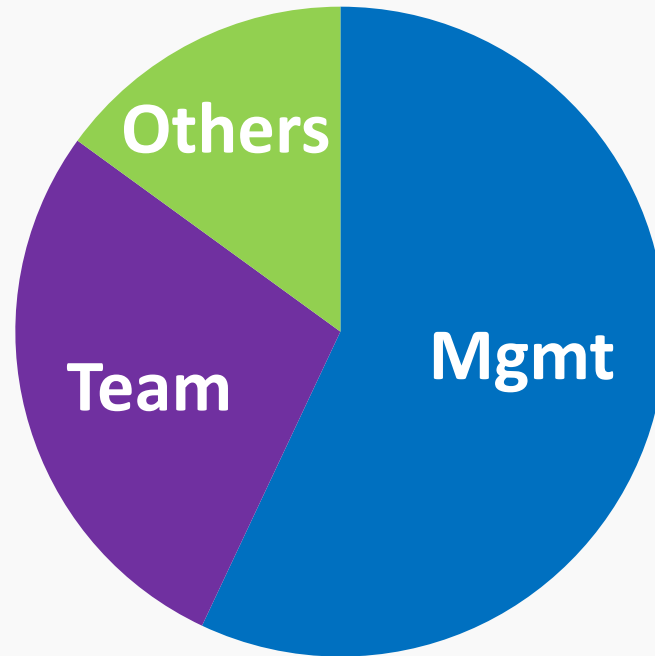
Measuring Productivity

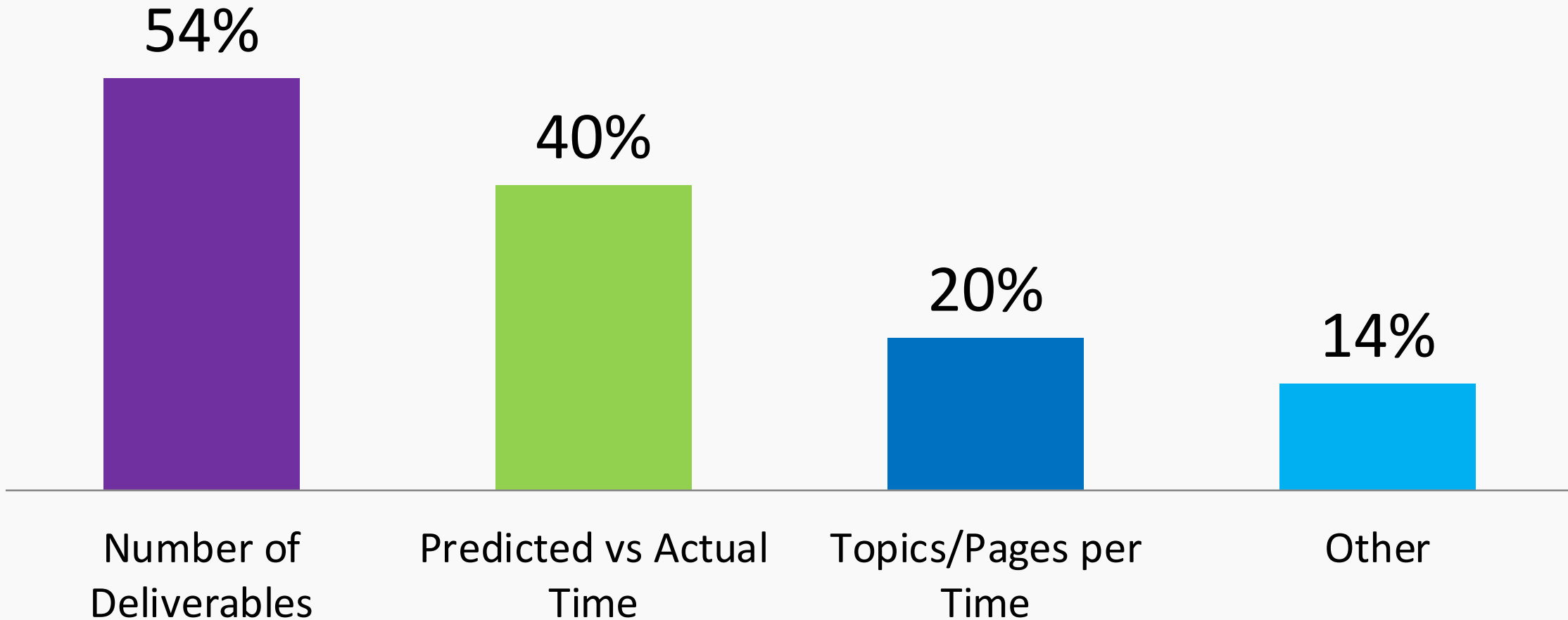Bar chart showing: Number of Deliverables 54%, Predicted vs Actual Time 40%, Topics/Pages per Time 20%, Other 14%
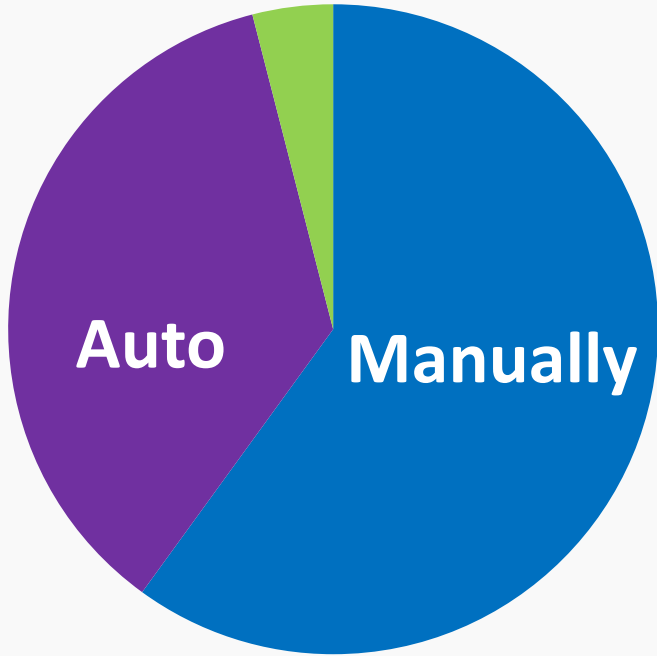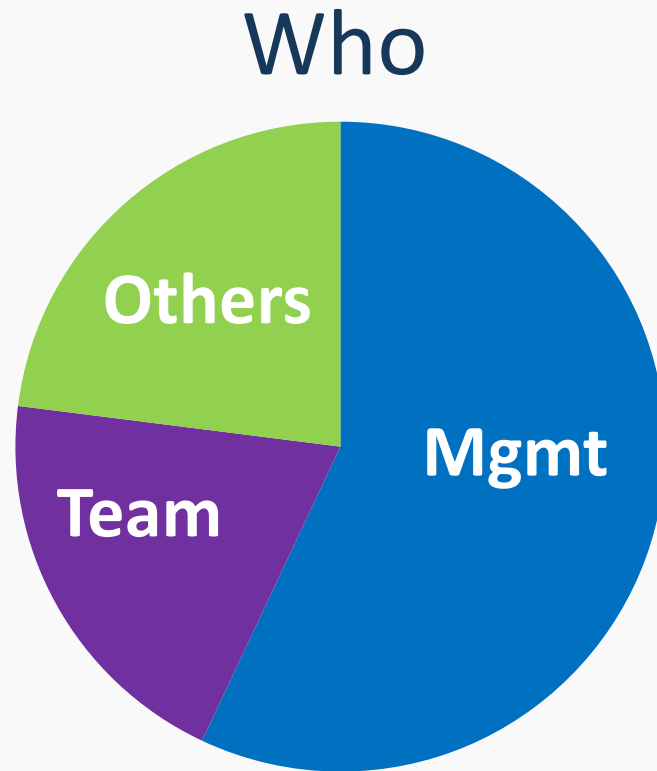
"The only thing we track here is the amount of time writers spend working on previously released content vs. new development. That metric has been consistent for years: we spend about 1/3 of our time working on improving existing content, usually in response to customer feedback."
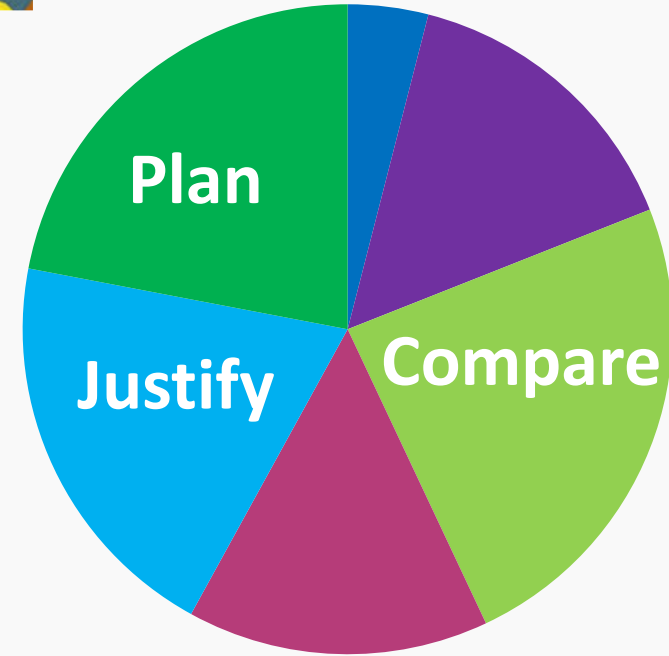
"In agile, output *is* the measure of productivity."
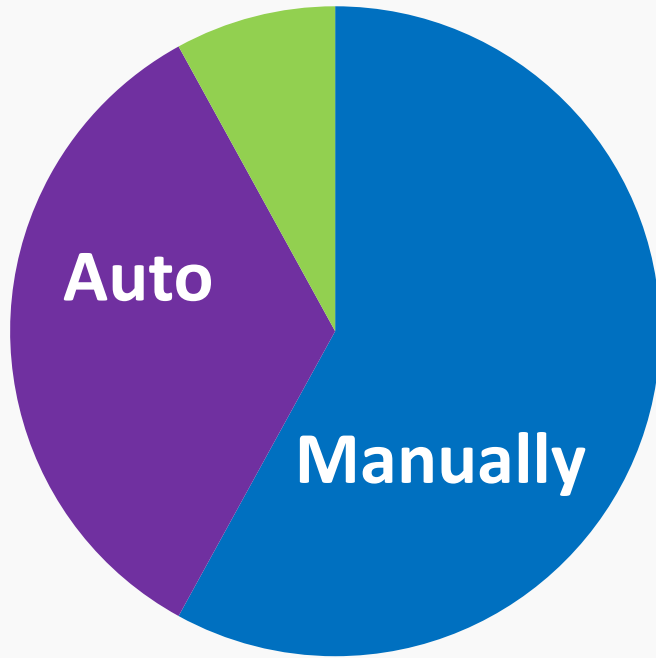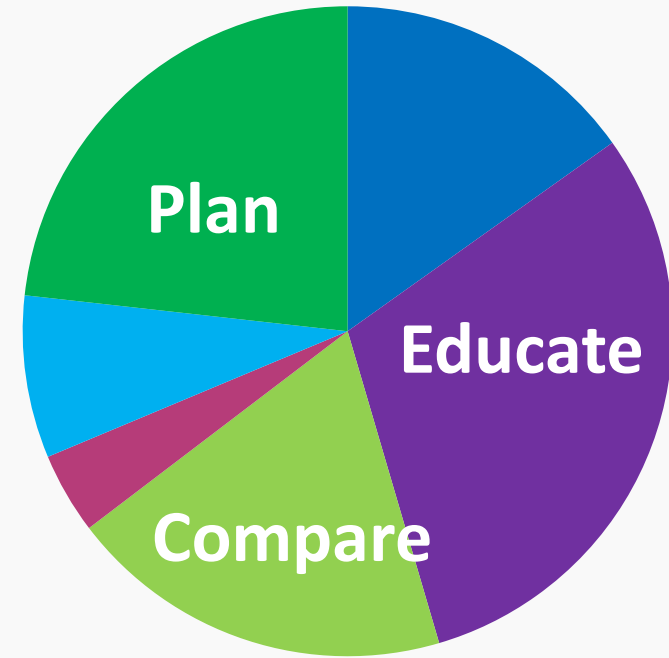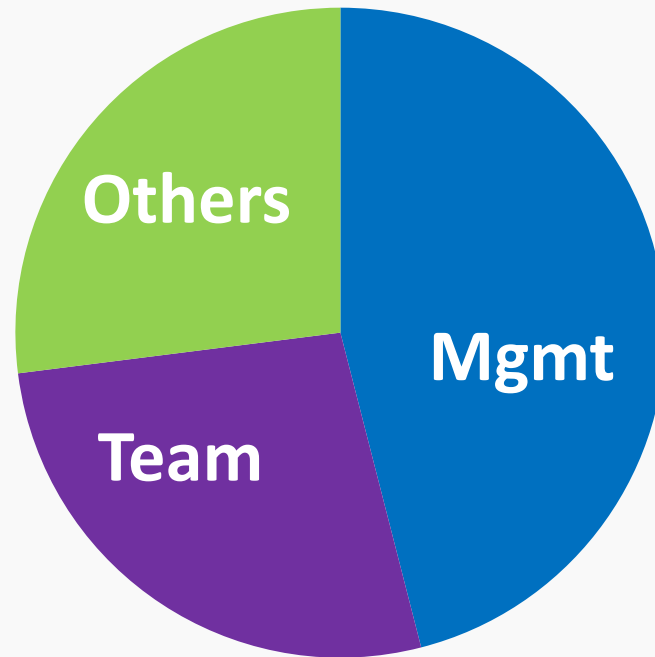
Cost of Translation

How
- Auto
- Manually

Who
- Others
- Team
- Mgmt

What
- Plan
- Justify
- Compare

Reuse

Auto

Manually

How

Who

Others

Team

Mgmt

Plan

Educate

Compare

What

Measuring Reuse

66% Auto report
66% Conref / Keys
46% Topics reused vs respository
31% Words in pubs vs repository
26% Weighted topic reuse
20% Anedotal
14% Other

Employee Satisfaction

Auto · **Manually**

How

Who

Others · **Team** · **Mgmt**
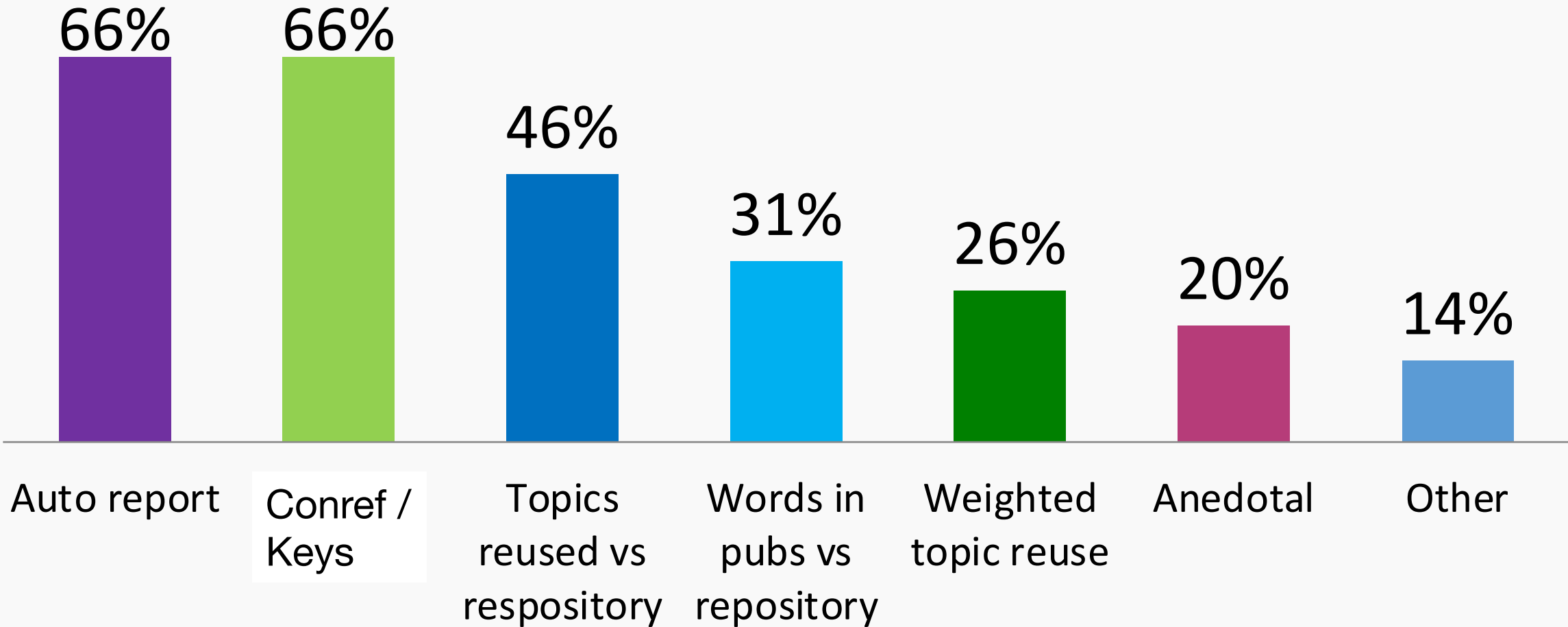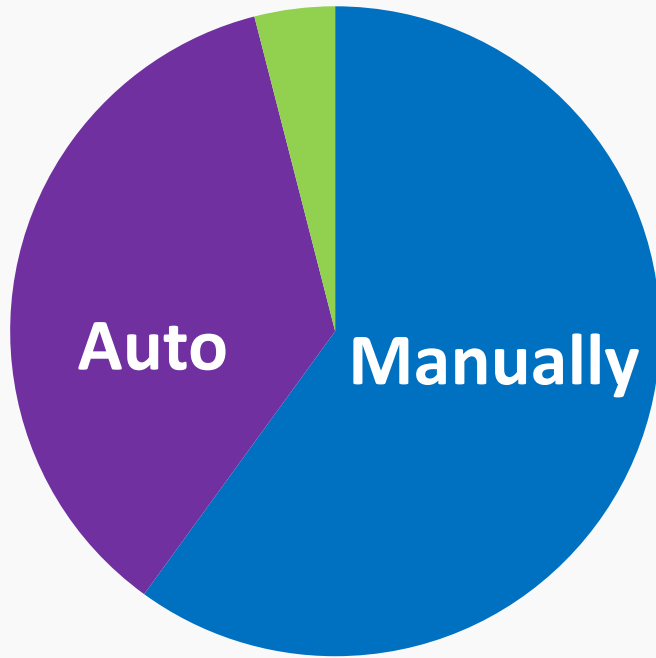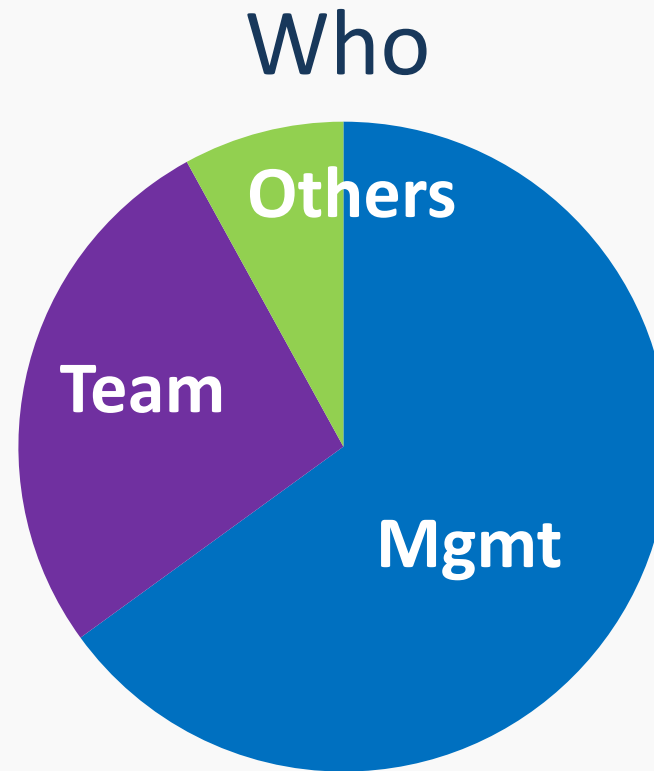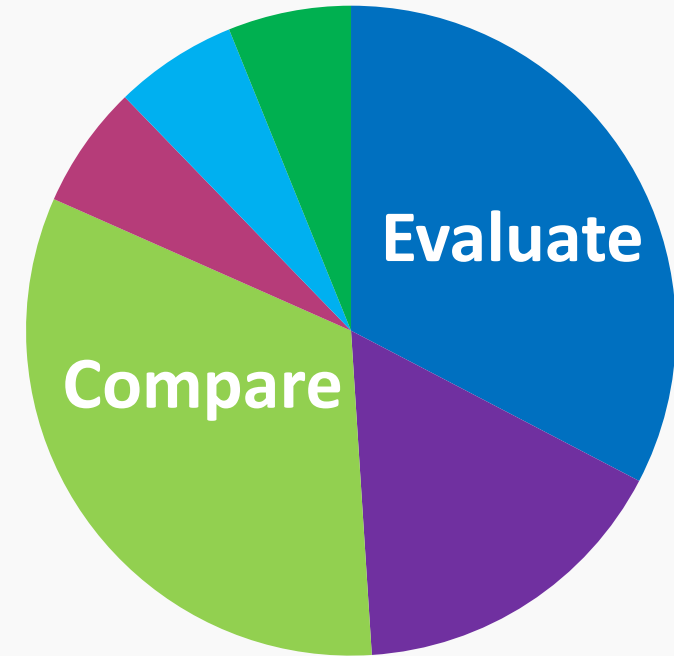
Evaluate · **Compare** · **What**

Customer Satisfaction

How
- Manually
- Anecdotally
- Auto

Who
- Mgmt
- Team
- Others

What
- Educate

Measuring Customer Satisfaction

66% Surveys
66% Anecdotal
46% Comments
31% Website Rating
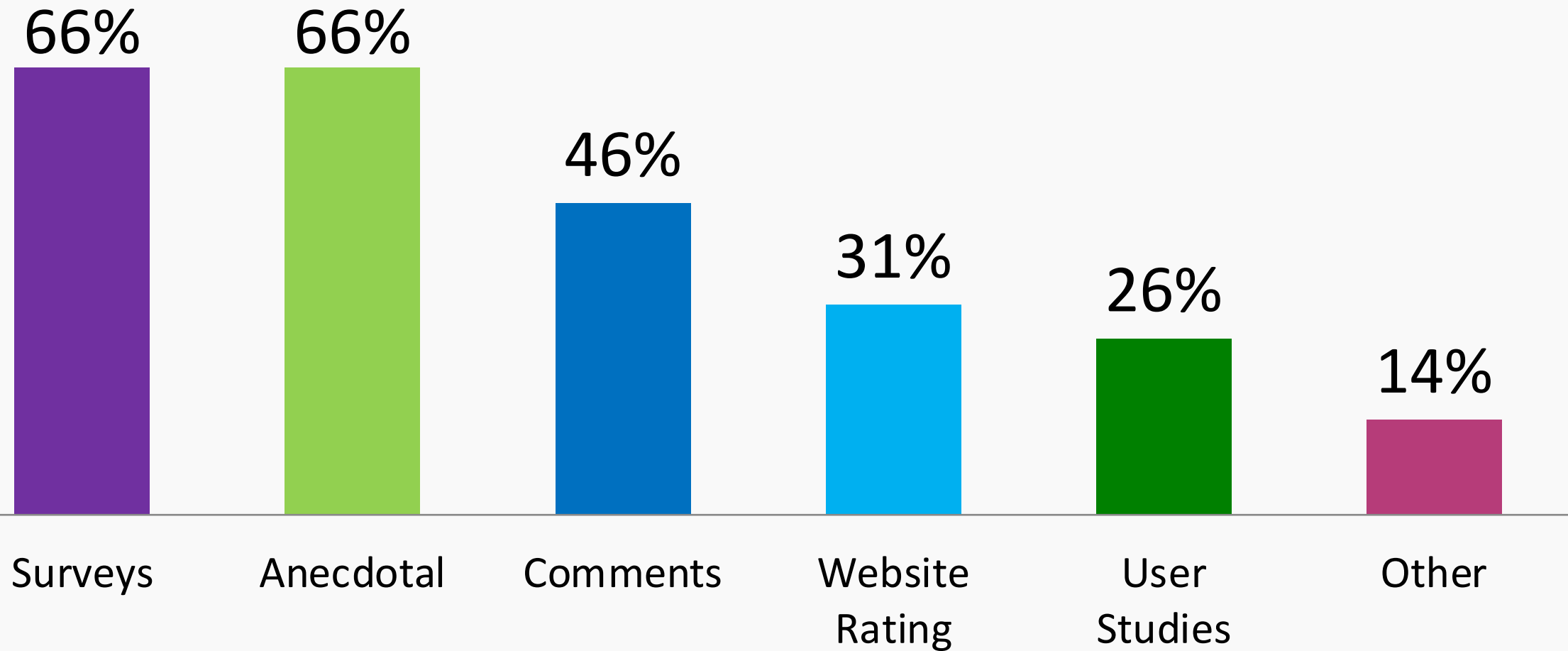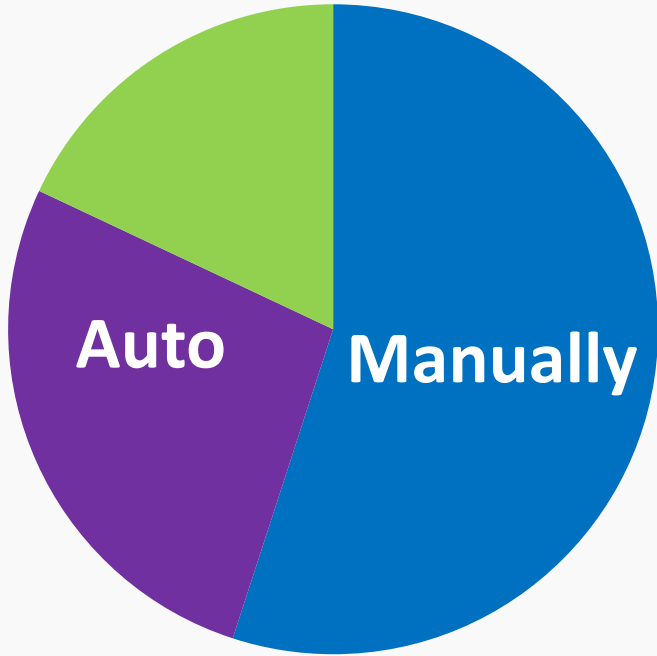26% User Studies
14% Other
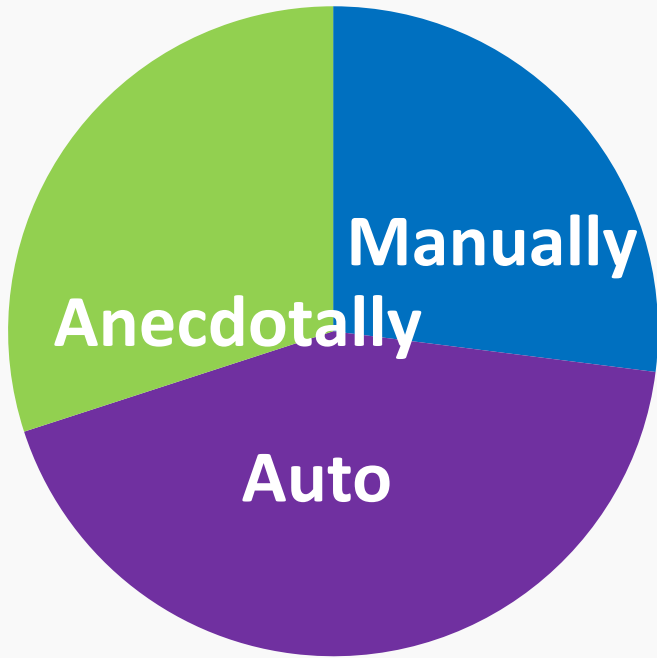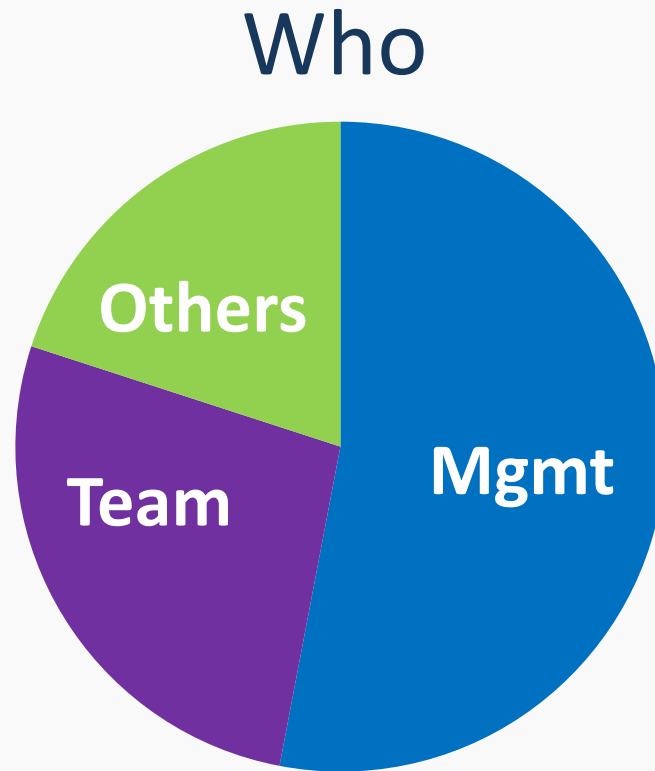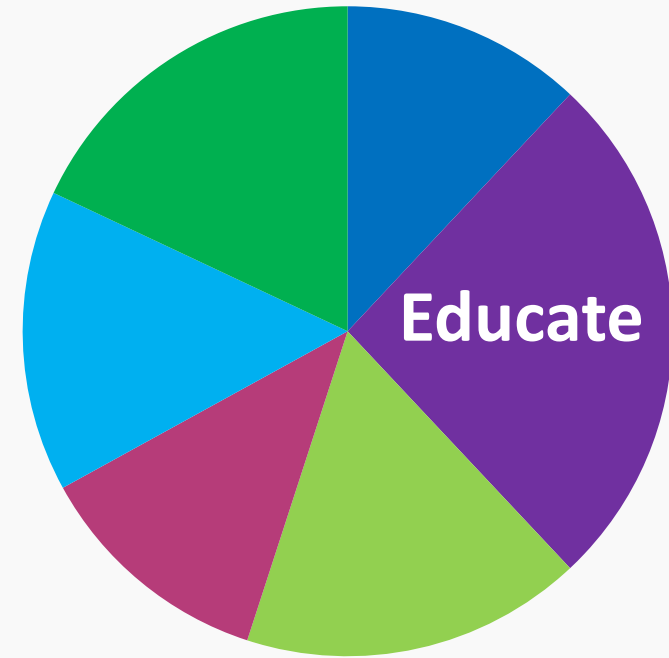
"Measuring customer satisfaction is tricky. We have tried to infiltrate a continuous customer survey, but we were turned down by our marketing department (who feared that additional questions would be frowned upon by the customers). The existing survey only covers access to competitiveness of products, service attitude, etc."

Cost of Creating Content

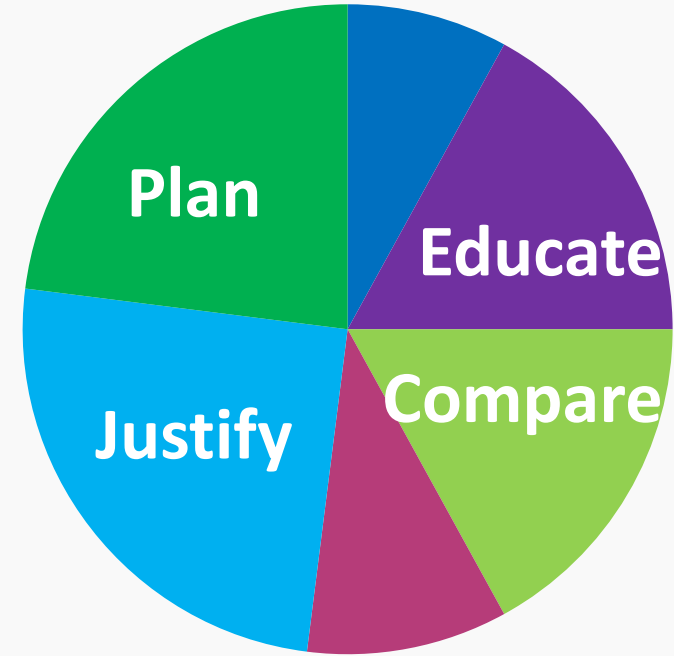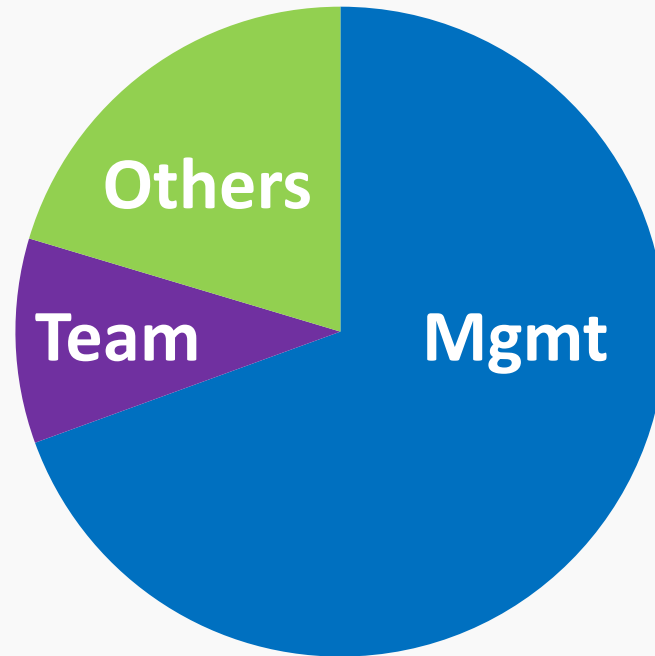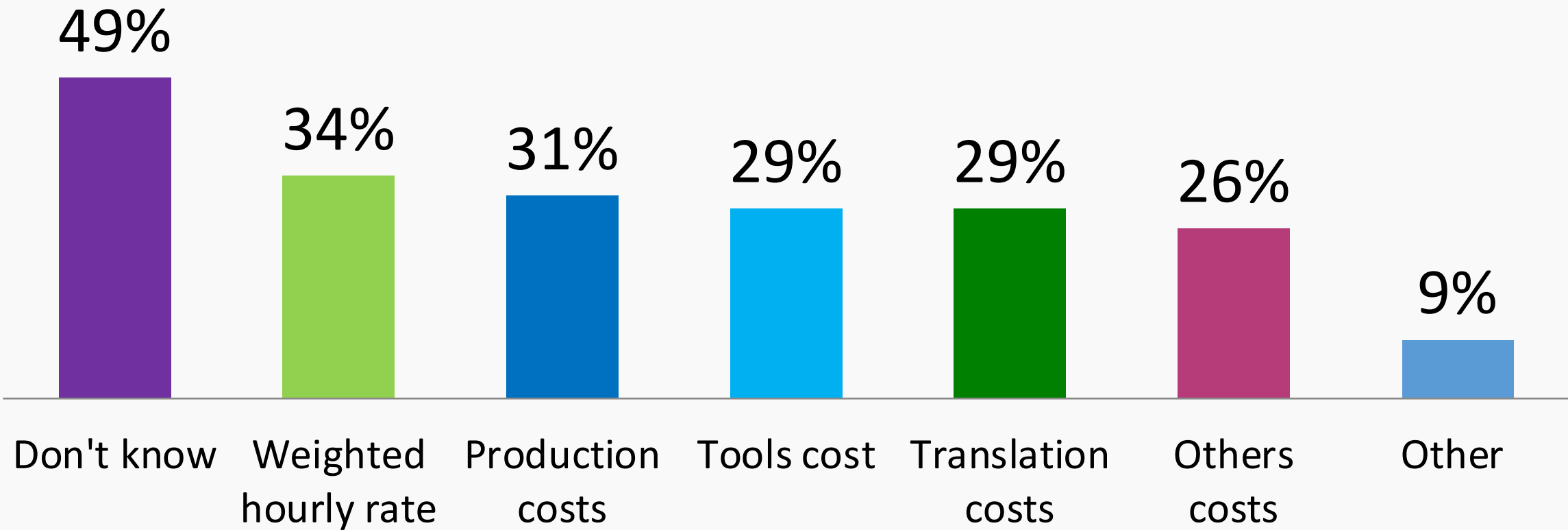Who

Manually

Auto

How

Others

Team

Mgmt

Plan

Educate

Justify

Compare

What

Measuring Cost of Deliverables

49% Don't know

34% Weighted hourly rate

31% Production costs

29% Tools cost

29% Translation costs

26% Others costs

9% Other

"We track our time manually for each project, then divide the time by the pages/topics to get the hours/page."

"We know these factors increase our deliverable cost - we just don't have a specific cost per deliverable."

" Major release: 13 topics per writer per month. Interesting."

"We did measure hours available in the department divided by # of deliverables. After we implemented DITA, we did the same measurement and found that the hours per deliverable had decreased by over 40%."
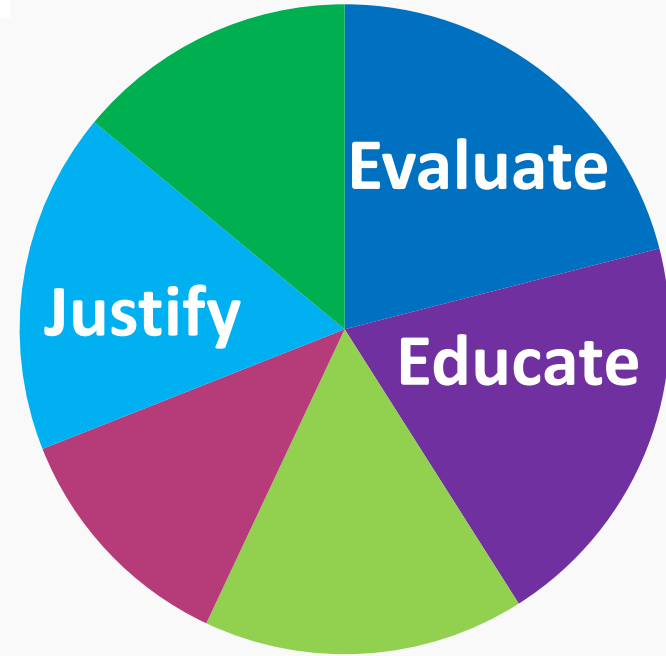
Content Quality

How

Manually · Auto

Who

Mgmt · Team · Others

What

Evaluate · Educate · Justify
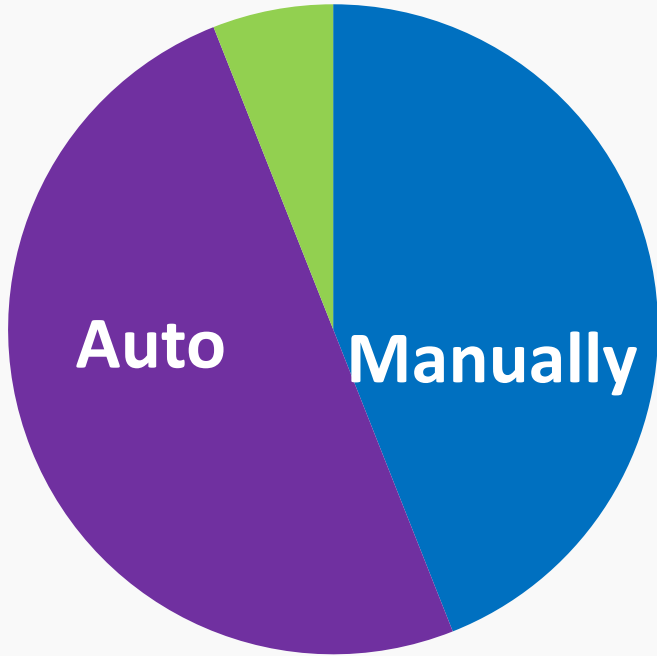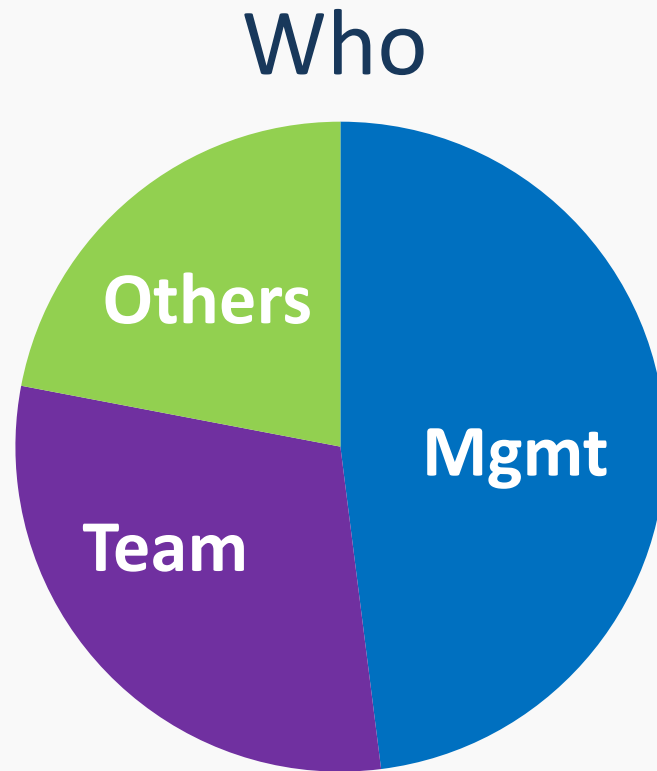
How do you track Content Quality

Editorial Review
40%
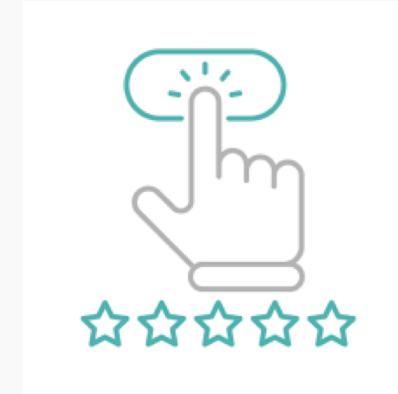
Automated Tools
23%

Peer Review
46%

Other
11%

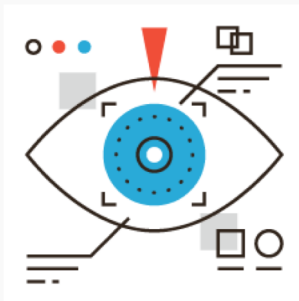User Review
34%

How do you measure Quality

Completeness
49%

Content
Strategy
37%

Relevance
37%

Clarity
51%

Editorial
Standards
43%

Technical
Accuracy
57%

"We use content quality metrics to drive additional training and employee growth projects."

We use what we call the 'greasy page report' for who's looking at the content.

 We look at the case intention post-production via google analytics.

We utilize Time to Value as part of our quality assessment.

Web Analytics Gathered

21% Keywords
19% PDF Downloads
17% Views per Topic
16% View Time
16% Search Time
11% Other
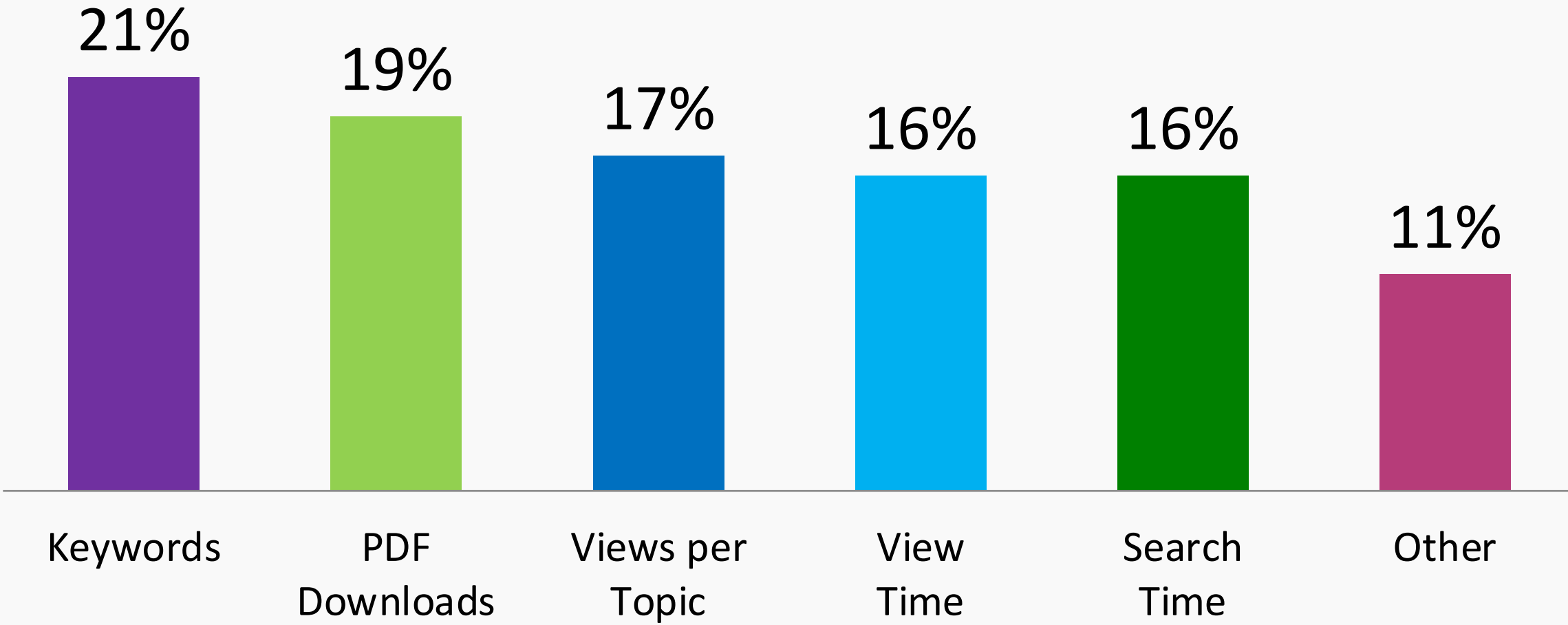
How happy are you with the volume of data?

🟢 I am satisfied with the metrics I have (9%)

😐 I don't use the metrics I have as efficiently as I need to (9%)

🙁 I want more data! (82%)

"I want the data to be easier to get so I can use my time to put it to use."

" What I wish I had is more time to delve into the data and determine what other data might be helpful."

"More qualitative data will be useful. We don't get enough verbatim."

Trends Summary

- Members want more data
- Members don't feel they use metrics as effectively as they could
- Agile changes the notion of productivity
- Some things are harder to measure
  - Content Reuse
  - Content Quality