

# IT multinational uses Reporting to better understand its Confluence usage and improve UX in 2400+ pages

Michelle used ServiceRocket's Reporting macros to understand wiki page growth, identify valued contributors, improve navigation, making the wiki space a more valuable knowledge resource.

## Challenge

Michelle Rau's most important client to date had specific challenges with their Confluence wiki space for technical information about printers. By the time she began managing the space, page performance had slowed to a crawl, it was hard to identify areas of page growth or stagnation, and navigation needed help.

First, she looked for analytics to understand where and how users accessed and contributed content. However, the only tracking add-on was causing the performance slowdown and had to be disabled immediately. Without any web reporting, she still needed answers to important questions: Which pages are the most viewed? Who are the most active users? Which sections are growing fastest with new pages? How many people are contributing?



### At-a-Glance

Michelle Rau, Technical Writer at Kforce

### Industry IT

### Challenge

- + Lacking typical web analytics, Michelle needed to understand content creation and user behavior patterns to identify the most high-value improvements of her client's wiki.

### Solution

- + Michelle used Reporting to gain a fuller understanding of her client's Confluence usage and used the insights to transform the user experience internally.

### Outcome

- + The wiki pages are now easier to navigate, reveal usage insights and the client was able to better manage quality and growth for 2400+ pages.

“[Reporting] helped me find which pages are getting the most attention, comments and turnover out of 2400 pages, which I couldn't monitor myself every day. So, it's really saved a lot of time in understanding what people are looking at right now.”

MICHELLE RAU, Technical Writer



Then, from employee testimonies, she compiled a list of user experience issues: misspelled labels, lack of navigation, outdated pages, and uncertainty about the status of a login, and prioritized fixing the most painful ones.

## Solution

An early Reporting effort improved navigation: she used the Report Block and Report List macros to generate more secondary navigation on the most active section pages in the wiki. A Report Table generated a list of wiki pages with links to the SharePoint site that needed to be redirected to wiki pages. People were used to the look and feel of Sharepoint pages and according to Michelle “it was surprisingly simple to use the Reporting Block macro to replicate it in Confluence.” This eased the transition from SharePoint to Confluence.

Michelle used different reports to identify and resolve problematic content. Report Table macros serve up lists of pages without labels, pages created or last edited a long time ago, pages with the most comments, pages with broken links after a server change, and pages with comments that hadn't been answered. More Report Tables listed pages created in a specific time period to help Michelle understand the wiki space's growth.

After gaining experience using the macros, with help from ServiceRocket documentation and support, Michelle could create still more specific and useful reports. Pages added in page tree branches by quarter, numbers of unique page creators and editors, average number of versions for pages in a section (page turnover), and other reports all provided insights into who and what was changing in the wiki space.

## Outcome

Michelle now has a much better understanding of the activity happening on the wiki spaces she manages for her client and is able to make better, data-driven decisions about where to allocate more time to monitoring, creating and curating pages. The dynamic features of the Reporting add-on save time by automatically extracting in-depth metrics from the wiki space.

Reporting's features not only allowed her to identify and address user pain points and easily interpret data from charts populated by Reporting-generated numbers, the best part is that these reports are scalable to the entire wiki instance. Copying Michelle's pre-built reports and modifying some settings will allow any wiki admin to extract the same kind of insights for their own wiki space.

In short, Reporting helps both the technical team and administrators access what they need to know faster and more efficiently. As the wiki space reaches 2400+ pages, with many more to come, the value of Reporting will increase as well.

### About Michelle Rau

Michelle is a technical writer specializing in business, marketing and technical communications. Her ability to make order from chaos is why global leaders such as Intuit Inc. and HP rely on her to improve the consistency and clarity of their documentation.

Find her on LinkedIn.