

## **PENDOMONIUM 2024**

Lightning Talk:

Using your Resource Center to serve users and deliver business results

Nelnet | PointClickCare | Nasdaq





Liz Feller
Nelnet Business Services

# Agenda

- Unpacking a good RC
  - □ MLP
  - Custom experiences
- Iterating on your RC
  - Style and contents
  - Using metrics
- NBS Show and Tell

# **Unpacking a good RC**

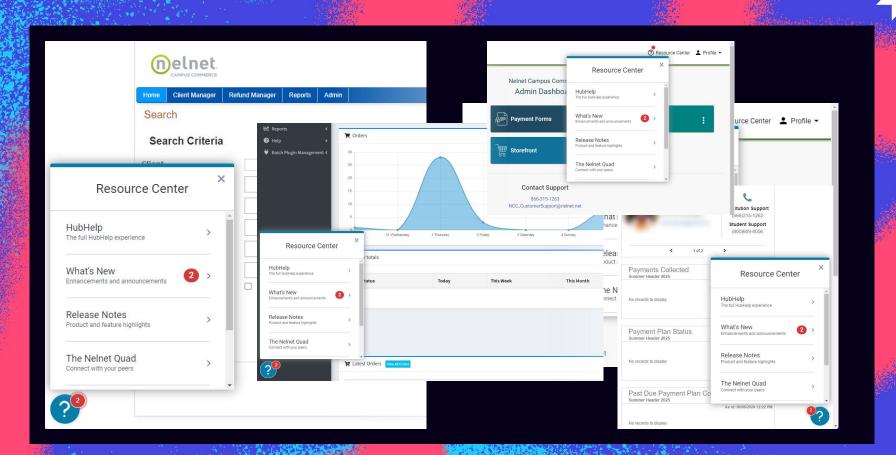
**MLP** 

(Minimum Lovable Product)

- **✓** Empower
- **✓** Engage

- Knowledge base
  - Contextual help
- Announcements
- Release notes
- Feedback





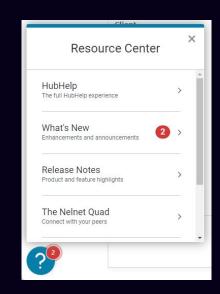
# **Unpacking a good RC**

Custom experiences (our products are special!)

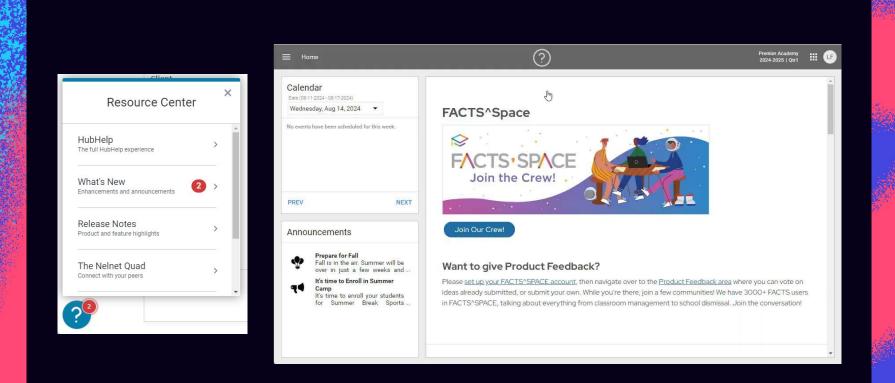
- ✓ Segmentation
- **✓** Product maturity

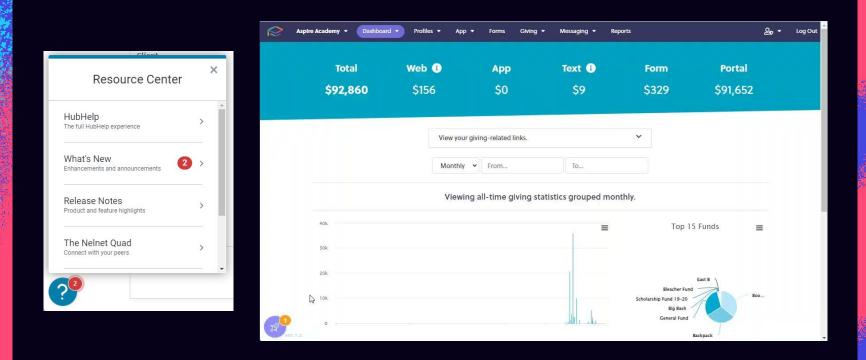
- Access to specific info
- Onboarding modules
- Tone and voice











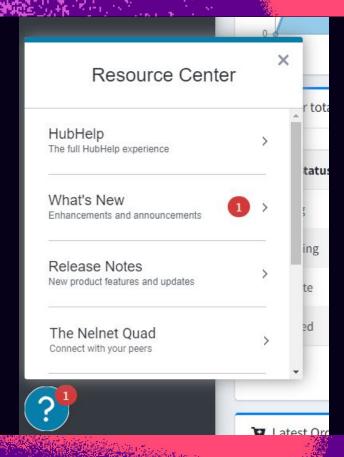
# Iterating on your RC

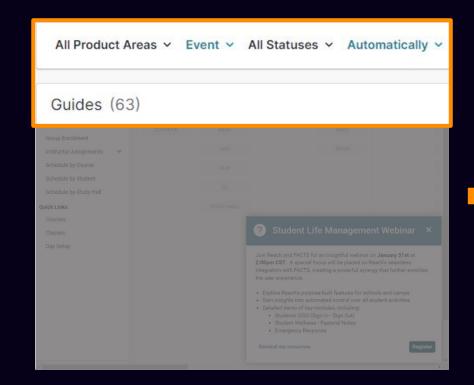
**Style and contents** 

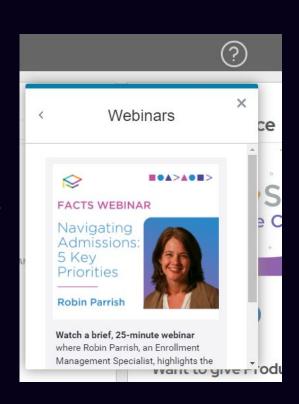
- ✓ Products change
- **✓** Users and needs change

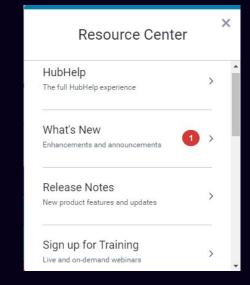


- Notifications
- Streamlining content





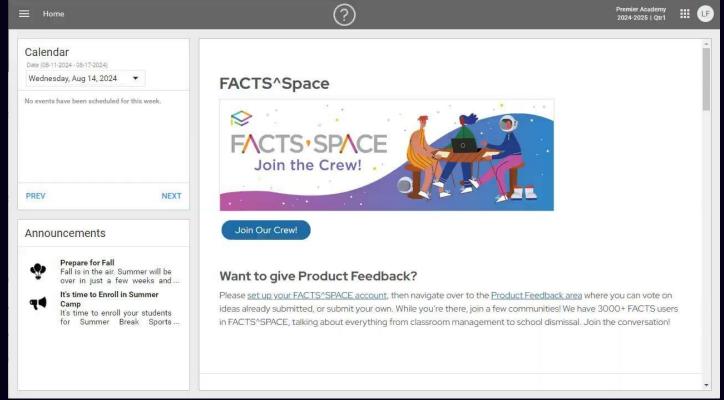












# Iterating on your RC

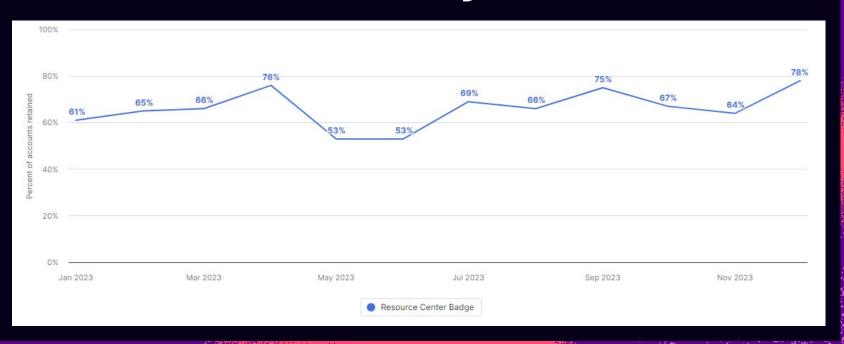
**Using metrics** 

- ✓ Quantitative
- **✓** Qualitative

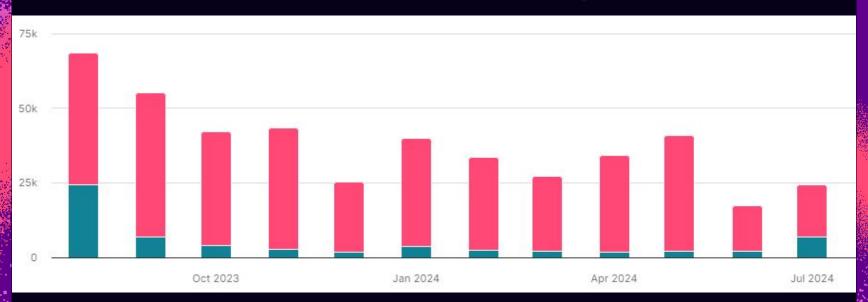
- Engagement
- Impact
- Sentiment
- ROI



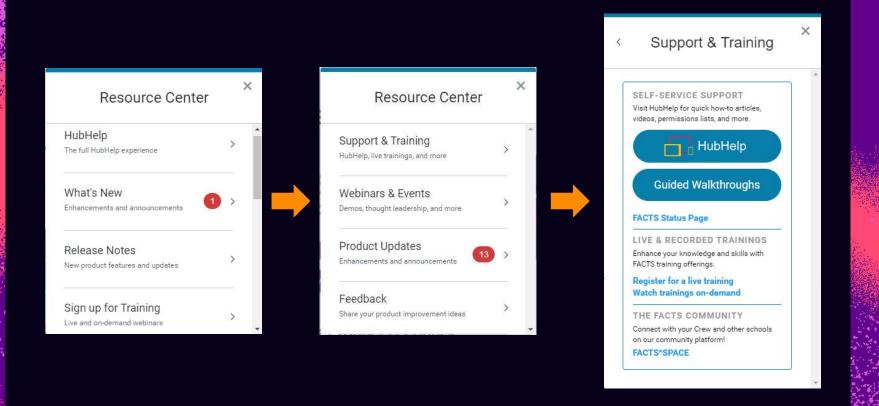
# Resource Center monthly account retention



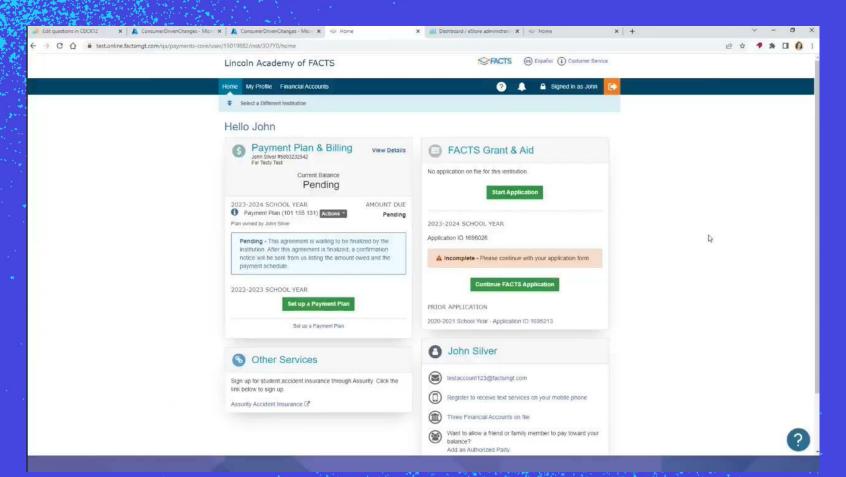
# Resource Center views by visitor



Area	Visitors	Clicks
Resource Center Badge	163,482	961,372
What's New	85,091	239,523
HubHelp	27,584	107,106
Webinars	16,465	60,610
Training & How-To Videos	7,162	13,447
FACTS^Space	2,594	3,273
Release Notes	2,266	2,705
Feedback Forum	966	1,112









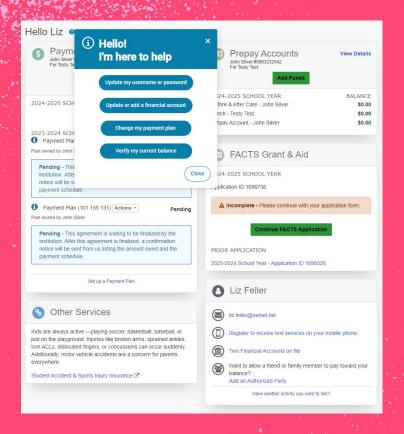
### DID YOU KNOW?

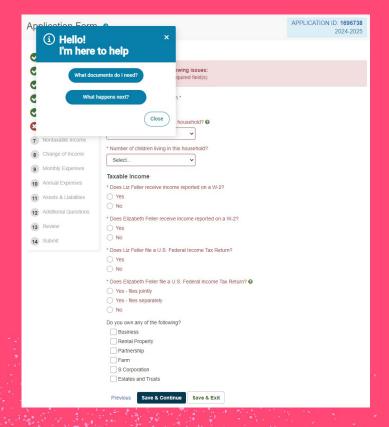
Click to open the **Resource Center**, where you find announcements from FACTS, trainings, and walkthroughs for SIS tasks like producing report cards, setting up Google Classroom, and more!

New content is added throughout the year, use the **Customize my Resource Center** button in the **What's New** area to show and hide checklists most important to you.

# External users who aren't new and haven't used the Resource Center in the last six months

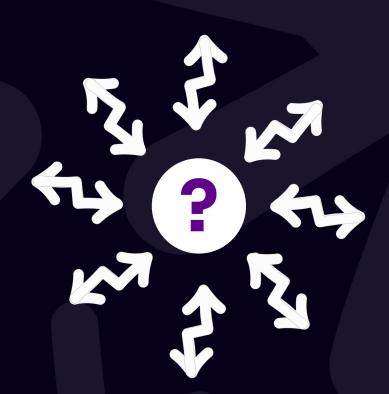
78% adoption





# What's next for NBS?

**Evolve and experiment** 







**PointClickCare** 





### **Kelsey Drillen**

Director, Content Design PointClickCare

**LinkedIn: Kelsey Drillen** 

Email: Kelsey.d@pointclickcare.com



### **Emma Pindera**

Content Strategist PointClickCare

**LinkedIn:** Emma Pindera

Email: Emma.pindera@pointclickcare.com

### **Overview**

PointClickCare creates a world in which providers can confidently deliver on frictionless care with real-time insights.



### **Resource Hub**

The Resource Hub is a one-stop-shop for all the information our users need in the line of working, empowering them to care confidently.



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### Resource Hub User Experience

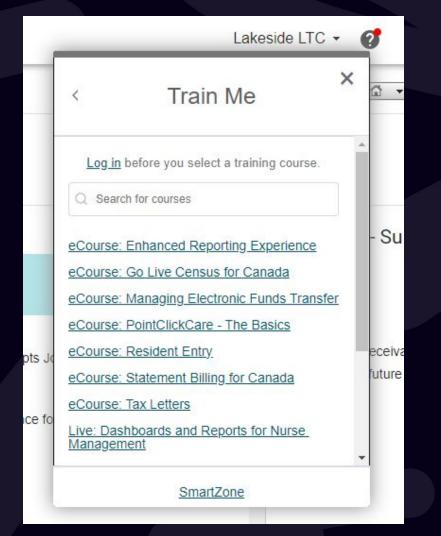


### The Problem:

Need context-sensitive resources on each page

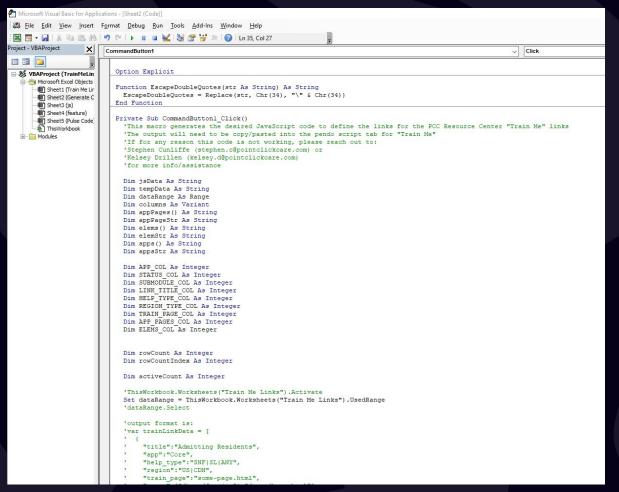
### The Solution:

- Code Sandbox Module (Train Me)
- Excel macro that is easy to update by the entire content team



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1	Α	В	С	D	E	F	G	Н	T	J	•
	Status	Application		Resource Hub Title - Do NOT change titles without	SNF/SL/AN	US/CA/AN	Smartzone Page	PCC App Pages (comma separated)	PCC Element	Internal Notes	
1	~	<b>↓</b> ↑		adding a new Feature Rule)	Y	Υ 🔻	¥		(optional)		•
	Active	Core	Orders	eCourse: Introduction to Integrated Medication	ANY	ANY		/clinical/ordersChart.xhtml, /clinical/ordersPortal.xhtml			
				Management (IMM)			og.aspx?CourseCode=PCC-CSNF-0076				
201											- /
	Active	Core	Orders	eCourse: Introduction to Orders in PointClickCare	ANY	ANY		/clinical/ordersChart.xhtml, /clinical/ordersPortal.xhtml			
202							og.aspx?CourseCode=PCC-CSNF-0070				,
	Active	Core	Results	eCourse: Laboratory and Radiology Integrated Orders	ANY	US	//training.reliaslearning.com/Learning/Catal	/clinical/lab/labResults.xhtml			- 1
	Active	Core	Results	ecourse. Laboratory and Nadiology Integrated Orders	ANT		og.aspx?CourseCode=PCC-CSNF-207	/cililical/lau/laukesuits.xiitiiii			
203							og.uspx.coursecouc rec esta 207				, ,
-	Active	Core	Late Fee	eCourse: Late Fee Management End User	SNF	US	//training.reliaslearning.com/Learning/Catal	/admin/client/cp_usarprofile, /admin/billing/batchlist			-
			Management	· ·			og.aspx?CourseCode=PCC-FSNF-0124	7 7 1 2 7 3 3			
204											, ,
	Active	Core	Resident Setup	eCourse: Late Fee Management End User for Senior	SL	US	//training.reliaslearning.com/Learning/Catal	/admin/client/cp_usarprofile, /admin/billing/billportal_us			1
				Living			og.aspx?CourseCode=PCC-FSL-0125				,
205					T-100						_
	Active	Core		eCourse: Late Fee Management Setup	SNF	US		/admin/setup/roleslist, /admin/billing/latefee/list.xhtml			,
205							og.aspx?CourseCode=PCC-FSNF-0013				,
206		Core	Late Fee Managem Late Fee	eCourse: Late Fee Management Setup for Senior Living	CI	US	//training.reliaslearning.com/Learning/Catal	/emc/standards, /admin/setup/eadminsetup			- /
	Active	core	Management	ecourse: Late Fee Management Setup for Senior Living	SL		og.aspx?CourseCode=PCC-FSL-0124	/emc/standards, /admin/setup/eadminsetup			,
207			Management				og.aspx:coursecode=rcc-rst-o124				
	Active	Core		eCourse: Leave Tracking	SNF	US	//training.reliaslearning.com/Learning/Catal	/enterprisereporting/listing.xhtml, /admin/admindashboard,			- 1
				•			og.aspx?CourseCode=PCC-FSNF-0076	/admin/setup/facilityconfig, /admin/setup/billingconfig,			,
								/admin/billing/bedholdrule/show.xhtml, /admin/setup/payeredit,			,
208			Leave Tracking					/admin/client/cp_usarprofile, /profile/censusrates/admindisplay.xhtml			_ /
	Active	Core		eCourse: Leave Tracking For Senior Living	SL	US	//training.reliaslearning.com/Learning/Catal	/enterprisereporting/listing.xhtml, /admin/admindashboard,			
							og.aspx?CourseCode=PCC-FSL-0041	/admin/setup/facilityconfig, /admin/setup/billingconfig,			,
								/admin/billing/bedholdrule/show.xhtml, /admin/setup/payeredit,			,
209			Leave Tracking					/admin/client/cp_usarprofile, /profile/censusrates/admindisplay.xhtml		0	_ /
	Active	Core	Limiting	eCourse: Limiting Transaction Generation	SNF	US		/emc/admin/setup/billingconfig.xhtml			
210			Transaction				og.aspx?CourseCode=PCC-CSNF-0164				
210		Cara	Generation IMM	eCourse: Maintaining Your Orders Portal with IMM	ANY	ANY	//training.reliaslearning.com/Learning/Catal	/aliniaal/ardareDartal.vhtml		9	-
	Active	Core		1	MINT	MINT	//training.reliaslearning.com/Learning/Catal	/cimical/orders-rortal.xntmi	1	<i></i>	~
Comparis Code   Train Me Links   Pulse Code   +											

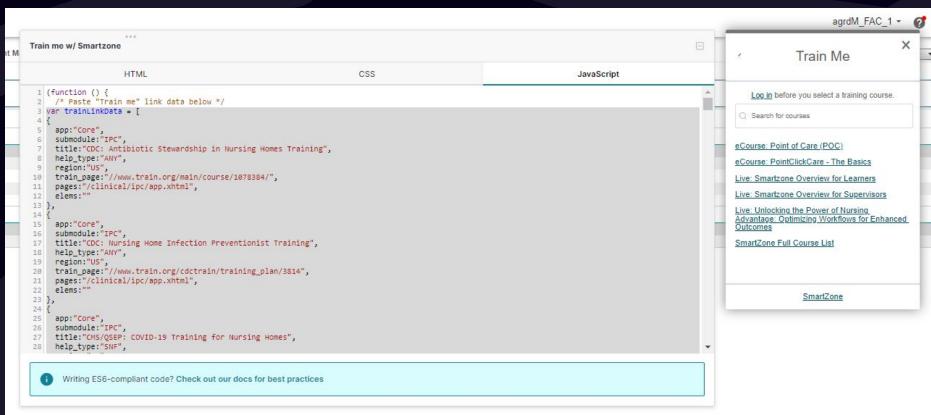


### Generate Train Me Links

```
var trainLinkData = [
  app: "Core",
  submodule: "IPC",
  title: "CDC: Antibiotic Stewardsh
  help_type: "ANY",
  region: "US",
  train_page:"//www.train.org/main
  pages:"/clinical/ipc/app.xhtml",
  _ 7 _ ... _ . !!!!
```

### Instructions / Notes:

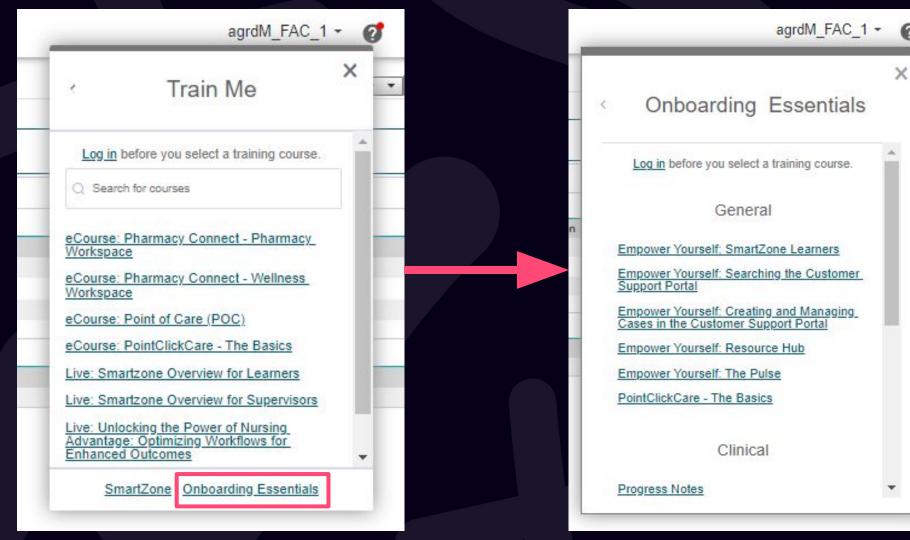
- Fill in all the link data in the next sheet. Do not reorder the columns. Only enter full rows, if you have temporary data, add it to another sheet.
- When ready (at any time) click the button above to generate the JavaScript code needed.
- After generating the links, copy this text into the
   "Script" tab in Pendo. QA>Guides>RC>Train Me>Manage in





Need a nested Resource Hub

- Code Sandbox Module (Train Me) permalinked to a guide (Onboarding Essentials)
- Excel macro that is easy to update by the entire content team

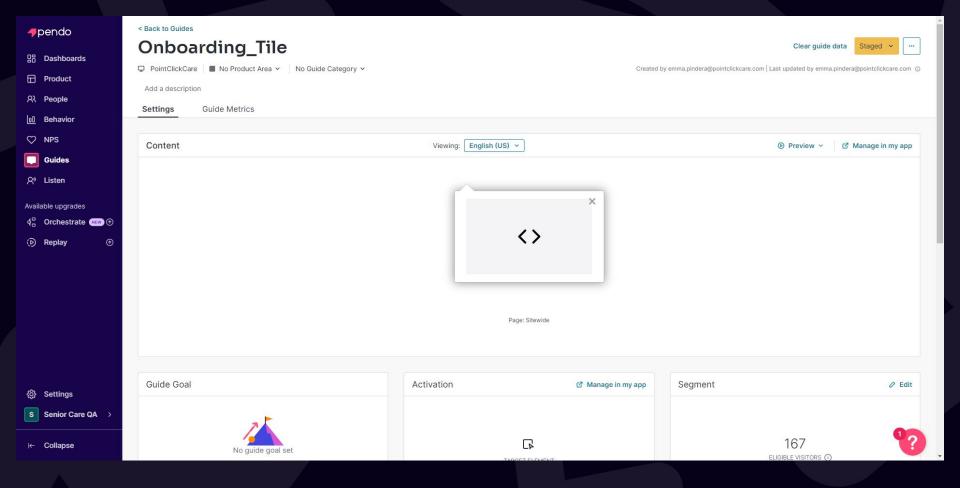


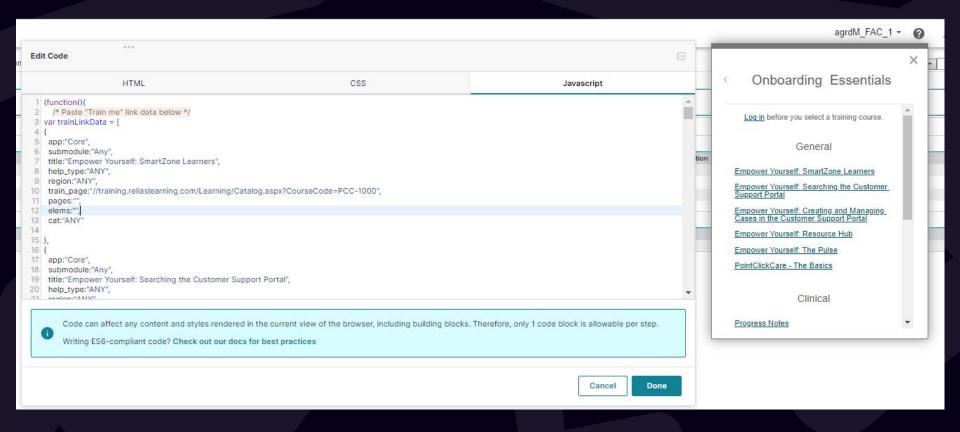
```
Train_Me_Pilot_Onboarding
```

```
JavaScript
                      HTML
                                                                          CSS
                     for(var i=0;i<listItems.length;i++){
4903
4904
                         listItems[i].style.display = 'list-item';
4905
4906
4907
            });
4908
         //Add Support Links Footer magic for core and pacman
4909
4910 var rhFooterDivHTML = null;
4911 if(thisAppType == 'Core'){
4912 //build the HTML for the footer...
4913
4914 var smartZoneLinkText = "SmartZone";
491
    rhFooterDivHTML = '<div class="RHfooter" id="RHfooter"><div class="RHcontent"><a
    href="//training.reliaslearning.com/Learning/CurrentTraining.aspx" target=" blank">' + smartZoneLinkText + '</a> | <a id="onboardingLink" href="?
     pendo=laUKUrh0FcxkfCCXb_aWJg4ABuM">Onboarding Essentials</a></div></div>';
491
491
4919
4920 if(rhFooterDivHTML != null){
4921 //add the footer to the DOM...
        var rhFooterContainer = document.getElementById('RHfooterContainer');
4922
        var sandboxContainer = rhFooterContainer.parentNode;
4923
4924
4925 //rhFooterContainer.innerHTML = rhFooterDivHTML;
         rhFooterContainer.innerHTML += rhFooterDivHTML;
4926
4927
         sandboxContainer.className += 'footerApplied';
4928
4020
```

0

Writing ES6-compliant code? Check out our docs for best practices

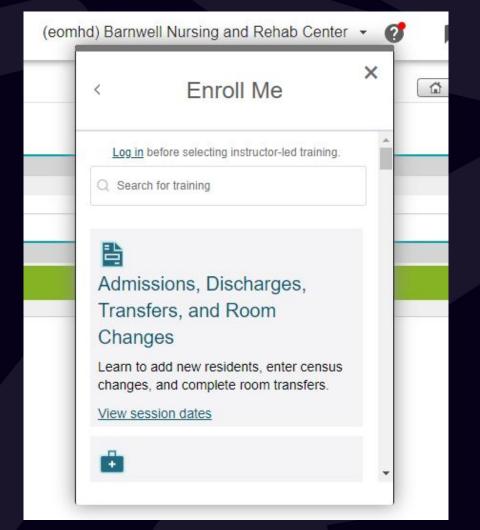




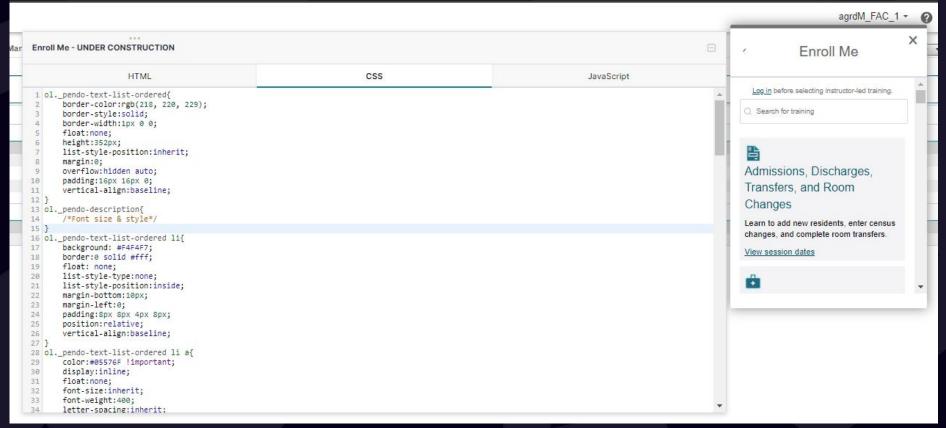


Need notifications only for announcements

- Code Sandbox Module (Enroll Me)
- Designed to look like an announcements module
- Excel macro that is easy to update by the entire content team



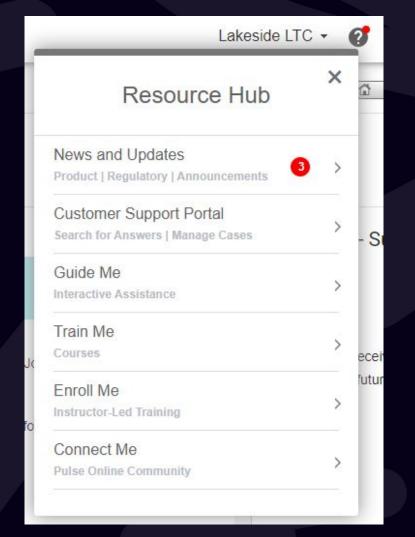
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 Need access to SSO-enabled Customer Support Portal and Customer Community

- Code Sandbox Modules (Customer Support Portal and Connect Me)
- Pendo Github code AND SSO link details



**PENDOMONIUM 2024** 

HOME MY CASES POINTCLICKCARE SYSTEM STATUS CREATE CASE

How can we help you today?

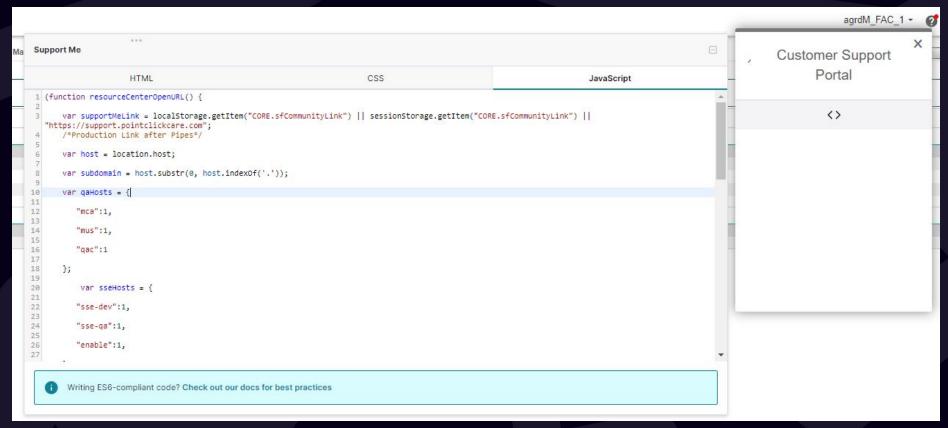
Q Search for answers



**Connect with us** by scanning the QR code or clicking the image below to share your feedback.

Your perspectives are invaluable in improving our support services!







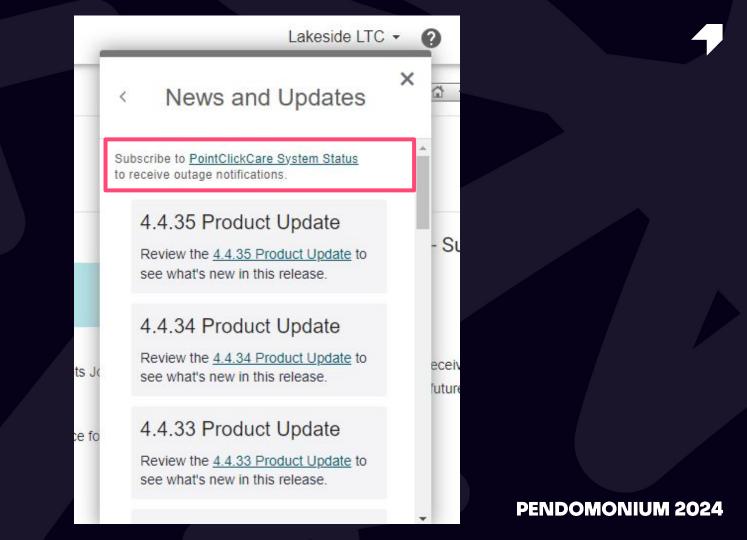
 Need more instructions and information in each tile

#### The Solution:

- Code Sandbox Modules (News and Updates, Train Me, and Enroll Me)
- Add code to Sandbox Module to add microcopy

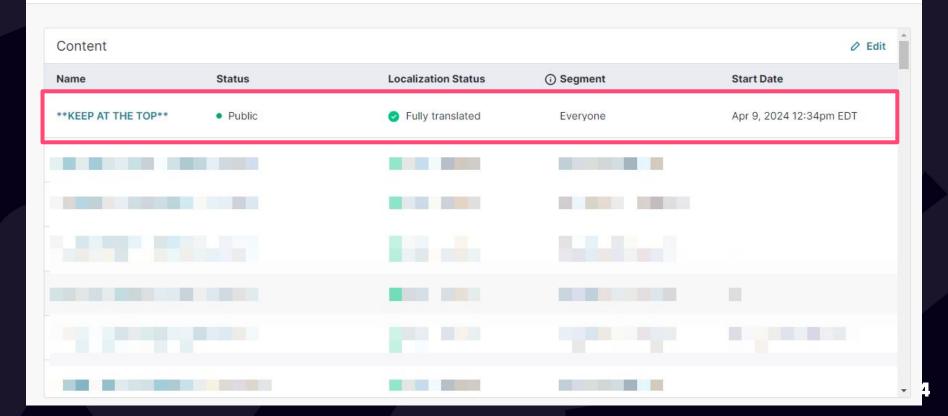
OR

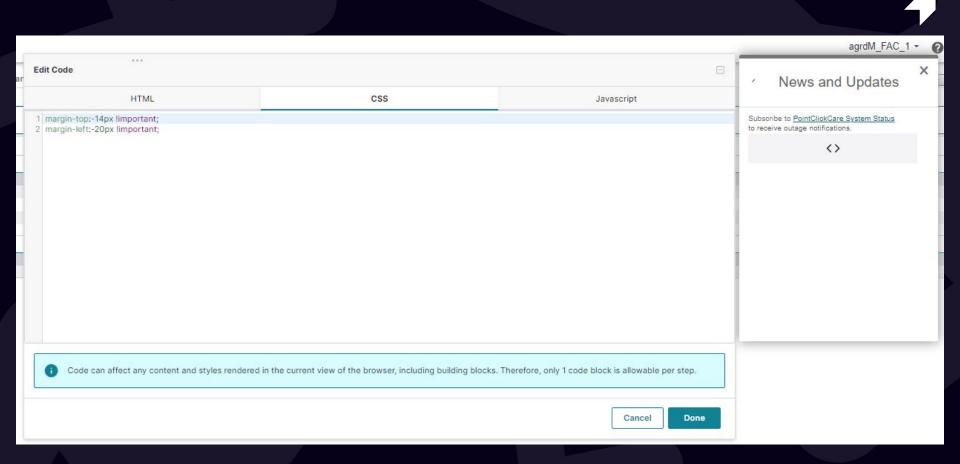
 Add code block to announcement to style as microcopy



### **Product News** o

Announcements Module





JavaScript

4919 linkHTML += '<div class="\_pendo-no-match-heading">No results found.</div>';
4920 linkHTML += '<div class="\_pendo-no-match-notes">Try searching a different keyword or check the spelling of your current entry.</div>';
4921 linkHTML += "</div>";
4922 var link;
4924 var helpType = "SNF";
16 (
4926 typeof window.facilityProperties != "undefined" &&

\*\*Try of the compliant code? Check out our docs for best practices

1 Writing ES6-compliant code? Check out our docs for best practices

CSS

'';

"" target="win\_ext\_smartzone" style="color: #05576F">Log in</a> before you select a training course.</span>';

'<div id="\_pendo-no-matches-container" class="\_pendo-no-matches-container" style="display:none;">';

'<input type="text" id=" pendo-search-topics" placeholder="Search for courses"/>';

'<span style="color:rgb(119,119,119);display:block;font-size:10pt;padding:0px 8px 8px 8px; text-align:center"> <a href="' +</pre>

Train me w/ Smartzone

pageUrl;

return linkUrl;

var linkHTML =

linkHTML +=

linkHTML +=

smartZoneLink +

4899

4901

4902 4903

4904

4905

4906

4907

4908

4909

4910

4912

4913

4914

4915

4916 4917

4918

HTML

smartZoneSubdomainPrefix +
".training.reliaslearning.com" +

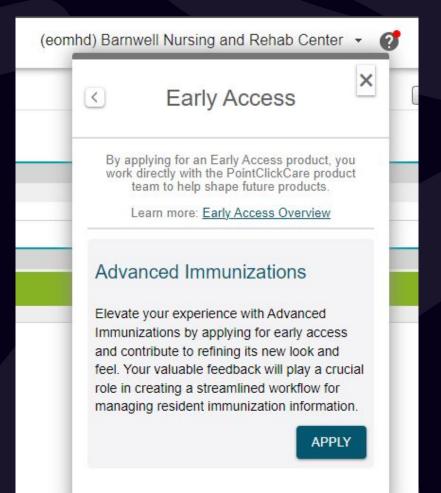
var container = document.getElementById(

" pendo-resource-center-custom-module-trainme"



 Need users for usability testing of Early Access products

- Code Sandbox Module (Early Access)
- Excel macro that is easy to update by the entire content team
- Permalinked to a guide with an embeddedSmartsheet form



reated By ong Nami ong Nami ong Nami **Advanced Immunizations** Full Name \* Job Title \* Organization \* Facility/Community Name \* Email \* Phone Number \*

DOMONIUM 2024

Early Access

By applying for an Early Access product, you work directly with the PointClickCare product team to help shape future products.

Learn more: Early Access Overview

#### Advanced Immunizations

(1)

Elevate your experience with Advanced Immunizations by applying for early access and contribute to refining its new look and feel. Your valuable feedback will play a crucial role in creating a streamlined workflow for managing resident immunization information.

APPLY

```
Early_Access
                                                                                                                            JavaScript
                     HTML
                                                                          CSS
 1 (function(){
       /* Paste "Early Access" link data below */
 3 var earlyAccessLinkData = [
     submodule: "ILT",
     prod_area: "Clinical",
     title: "Advanced Immunizations",
    desc: "Elevate your experience with Advanced Immunizations by applying for early access and contribute to refining its new look and feel. Your
   valuable feedback will play a crucial role in creating a streamlined workflow for managing resident immunization information.",
    help type: "ANY",
    region: "US",
    pendo_guide:"?pendo=C0mniwdrANgjr5z4ONFO5zVJieA&step=07cXyJBvI8SmK5YRcWZP7r6_Vsc",
13
    pages:"",
    elems:"",
14
15 }
16
17
      /* Paste "Early Access" link data above */
18
19
20
       /* Utility code below */
21
22
           var links = earlyAccessLinkData;
23
24
           var helpType = 'SNF';
25
           if(typeof(window.facilityProperties) != 'undefined' && typeof(window.facilityProperties.help_type) != 'undefined'){
               helpType = window.facilityProperties.help type;
26
27
```

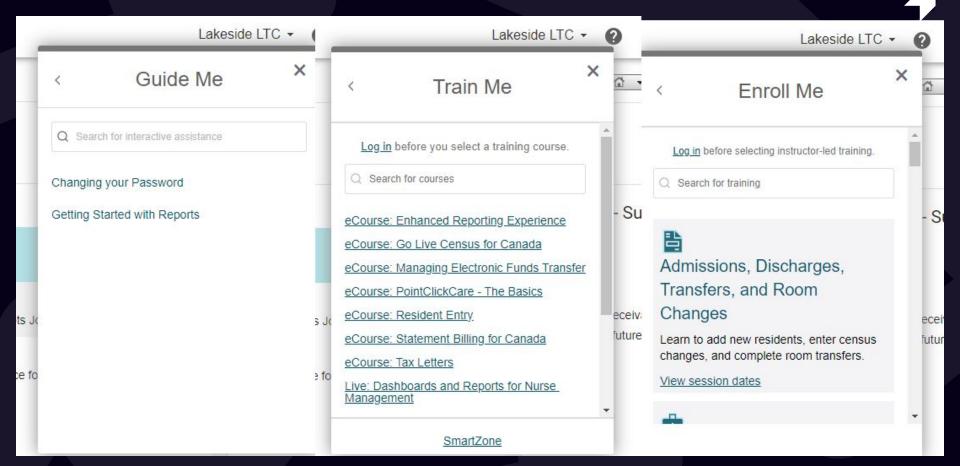
Writing ES6-compliant code? Check out our docs for best practices

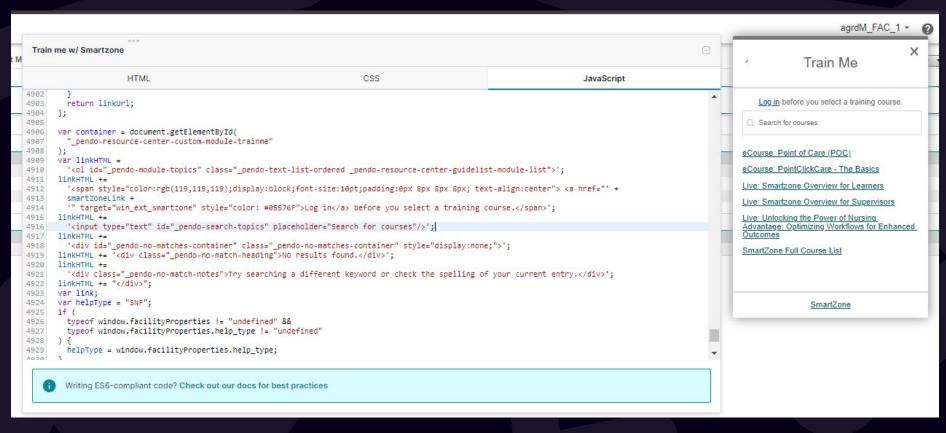


Make resources easier to find

- Code Sandbox Modules (Train Me and Enroll Me)
- Search field to search for content







```
HTML
                                                                           CSS
4943
       linkHTML += "";
4944
       container.innerHTML = linkHTML;
4945
       var searchInput = document.getElementById("_pendo-search-topics");
4946
       var noResults = document.getElementById(" pendo-no-matches-container");
4947
       var listItems = document.querySelectorAll("# pendo-module-topics li");
4948
       searchInput.addEventListener("input", function (e) {
         var keyword = this.value:
4949
4950
         if (keyword != "") {
           keyword = keyword.toLowerCase();
4951
4952
           var matchCount = 0;
           //show matches, hide misses
4953
4954
           var listItem;
4955
           var textContent:
           for (var i = 0; i < listItems.length; i++) {
4956
4957
             listItem = listItems[i]:
             textContent = listItem.innerText.toLowerCase();
4958
             if (textContent.indexOf(keyword) != -1) {
4959
               listItem.style.display = "list-item";
4960
               matchCount++;
4961
4962
            } else {
               listItem.style.display = "none";
4963
4964
4965
           if (matchCount == 0) {
4966
4967
             noResults.style.display = "block";
           } else {
4968
4969
             noResults.style.display = "none";
4970
4971
         } else {
```

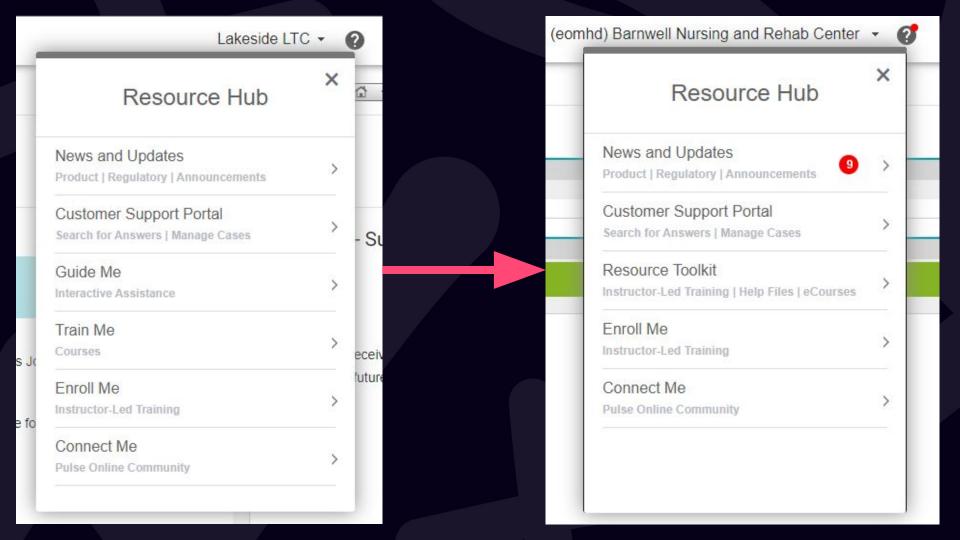
**JavaScript** 

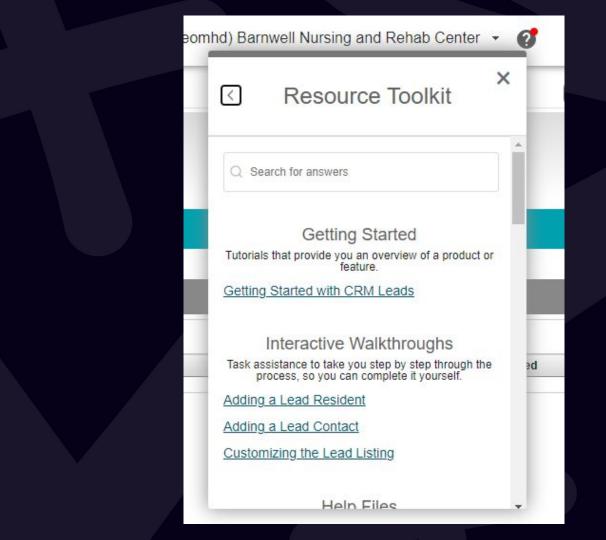




 Make resources easier to find (based on user feedback)

- Code Sandbox Module (Resource Toolkit)
- All resources in 1 tile sectioned by title, with a search field to easily search ALL content





**PENDOMONIUM 2024** 

4	A	В	C	D	E	F	G	H	I	J
S	tat /	Applic		Resource Hub Title - Do NOT change			Smartzone/Help File/Guide Link	PCC App Pages (comma separated)	PCC Elemen	Category
1		on 🗀		titles without adding a new Feature Rule,`	ANY ANY	ANY ANY			(optional)	
							/managing-activities.html	/scrm/activity/calendar.xhtml		HF
58 A				Identify High Risk	ANY	ANY	fidentifying-high-risk.html	/scrm/lead/details.xhtml	4	HF
	222222222222			Complete Additional Information		ANY	/completing-additional-information.html	/scrm/lead/details.xhtml		HF
-	Control of the last of the las			Complete Mandatory Activities		ANY	rcompleting-mandatory-activities.html	/sorm/lead/details.xhtml		HF
31 A				Print I Tourist Control Print I Tourist Control		ANY	ładding-predefined-activities.html	/sorm/lead/details.xhtml		HF
32 A		3.73.70		The Property of the Paris		ANY	/printing-activity-notes.html	/sorm/lead/details.xhtml	1	HF
33 A				Lead History		ANY	/viewing-lead-history.html	/scrm/lead/details.xhtml		HF
A	otive C	Core	CRM	SWALLS AND RESIDENCE AND ARREST AND ARREST AND ARREST AND ARREST	ANY	ANY	ładding-and-uploading-misc-documents-	/scrm/lead/details.xhtml	ľ	HF
64				Add and Upload Misc Documents			for-a-lead.html			1
55 A				Lead Listing Dispay Filters	ANY	ANY	łusing-the-lead-listing-display-filters.html	/scrm/lead/list.xhtml		HF
66 A				Manage the Account Listing		ANY	/managing-the-accounts-listing.html	/scrm/accounts.xhtml		HF
37 A	ctive C			Create an Account	ANY	ANY	/managing-an-account.html	/scrm/accounts.xhtml		HF
88 A	ctive C			Add a Contact for an Account		ANY	ładding-contacts-for-an-account.html	/scrm/accounts.xhtml		HF
89 A	ctive C			Manage Leads for a Contact	ANY	ANY	/managing-leads-for-an-account.html	/scrm/accounts.xhtml	Š.	HF
70 A	ctive C	Core	CRM	Create Activities for an Account	ANY	ANY	/creating-activities-for-an-account.html	/serm/accounts.xhtml		HF
A	otive C	Core	CRM		ANY	ANY	/setting-up-and-syncing-orm-activities-	/sorm/activity/calendar.xhtml		HF
71				Sync the Activity Calendar QRG			calendar-guick-reference-guide.html			
A	ctive C	Core	CRM		ANY	ANY	łcustomer-relationship-managementcrm	/serm/contacts.xhtml		HF
72				Manage the Contact Listing			-contacts.html			
73 A	ctive C	Core	CRM	Manage Leads for a Contact	ANY	ANY	/managing-leads-for-a-contact.html	/serm/contacts.xhtml		HF
74 A	ctive C	Core	CRM	Add an Account for a Contact	ANY	ANY	ładding-accounts-for-a-contact.html	/serm/contacts.xhtml		HF
75 A	ctive C	Core	CRM	Create a Custom Dashboard	ANY	ANY	/creating-custom-dashboards-	/scrm/dashboard.xhtml	ž.	HF
A	ctive C	Core	CRM	M-10130-1-10-101-101-101-10-10-10-10-10-10-10-	ANY	ANY	łactivities-by-statussystem	/scrm/dashboard.xhtml		HF
76	3			Activities by Status (System) Dashboard			dashboard.html			
A	ctive C	Core	CRM		ANY	ANY		/serm/dashboard.xhtml		HF
77	- 3			Conversion Rate by Community (System) Dashboard	9		dashboard.html	\$5000 CONTRACTOR (\$200)		2.8
A	ctive C	Core	CRM		ANY	ANY	fleads-by-referral-accountsystem	/serm/dashboard.xhtml		HF
78	0.000	200000	5555555	Leads by Account (System) Dashboard	500080 A	3880	dashboard.html			
A	ctive C	Core	CRM		ANY	ANY	fleads-by-sales-cyclesystem	/scrm/dashboard.xhtml	2	HF
79	2000	N. F. C. F.	1000 pp. 1000	Leads by Sales Cycle (System) Dashboard	HAMILIAN D	00000	dashboard.html	NO. 12 (1987) 12		1000
80 A	ctive (	Core		Leads by Source (System) Dashboard	ANY	ANY	/leads-by-sourcesystem	/scrm/dashboard.xhtml	37	HE
			CRM		1.000.00	10.000	flost-denied-leads-by-communitysystem-			HE
10	cuse c	voie l'	DI 11-1		OIA1	OIVI	nost-denied-leads-by-communitysystem-	rscimruashboaru.xniiiii		I CIC

## Conclusion

The Resource Hub simplifies our users experience when it comes to finding the information they need to learn and realize the value of our products.



**PENDOMONIUM 2024** 

# Thank you





Nick Querci Nasdaq

# Agenda

- About Me
- Identifying the problem
- The solution
  - How we use the RC
- Outcomes
- Next Steps

#### **About Me**

- Boston, MA
- Manager of Product Operations @ Nasdaq
- 5.5 years at Nasdaq & ~3 years using Pendo
- Governance Solutions side of the business – Nasdaq Boardvantage is our product





### **Our Issue**

Users of our portal were not self sufficient, which was leading to increased support requests and decreased user satisfaction



Inadequate training documentation



Insufficient self-service features



No centralized location for support resources

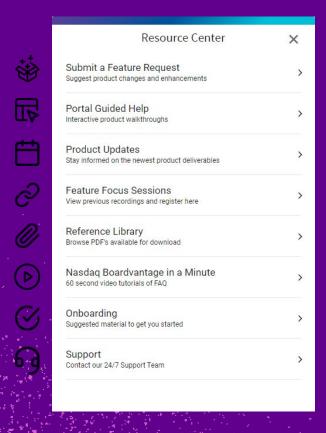
## **Our Solution**

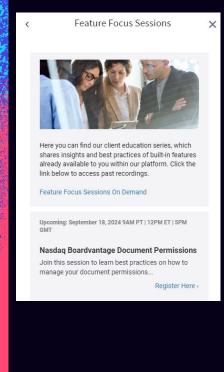
A unified place to host all resources in a single location, which lead to:

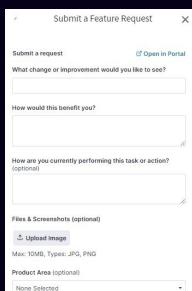
- Improvement in user autonomy (which led to less dependency on our support teams)
- Stronger user experience on our platform.



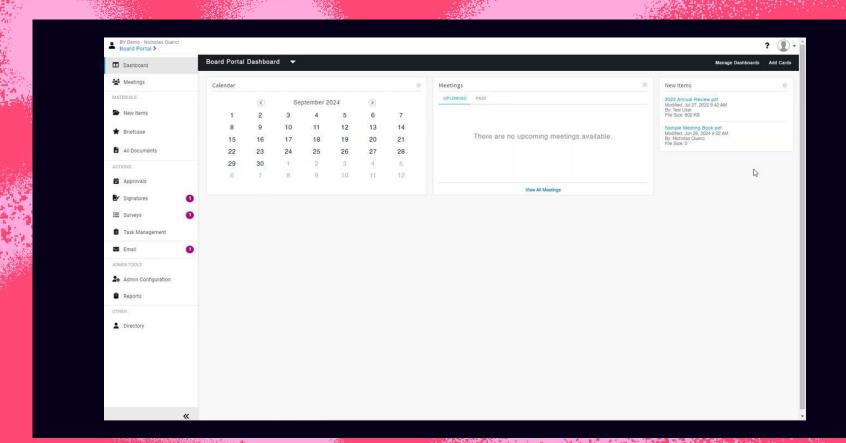


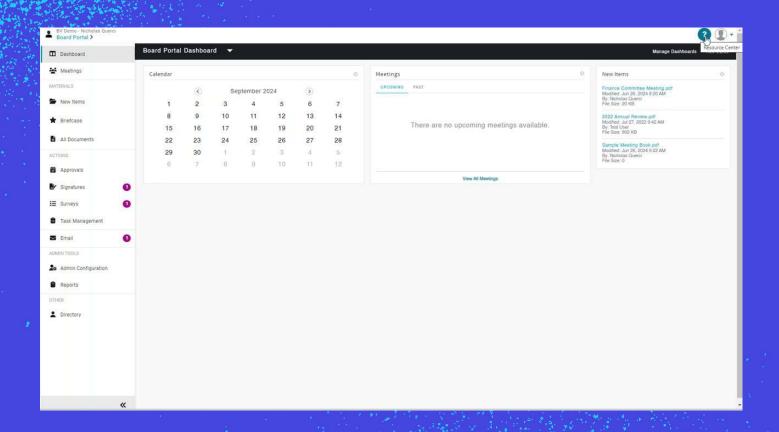






Email: boardvantage.support@nasdaq.com





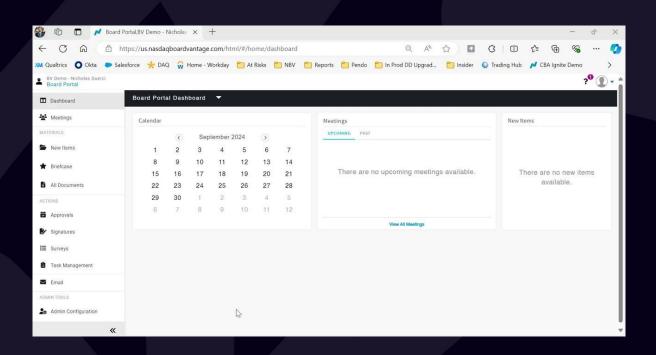
# **Our Results**

#### Decreased Nasdaq Boardvantage Support Volumes



## **Increased Webinar Registrations**



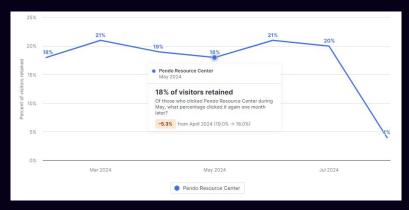


Avg. of 343 UserRegistrations in '24



23.9% increase in registrations YoY







90.7K Total Views

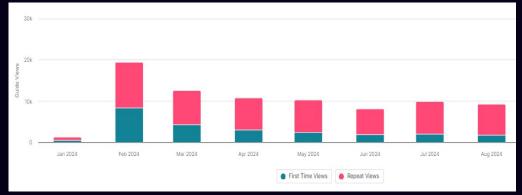


~11k Views per month (avg)



13% monthly retention rate





# Harnessing the Power of Pendo

1

- Greater user self-sufficiency/autonomy
- Increased user engagement
- Higher product adoption











"I was given the responsibility of creating the last meeting book and didn't realize you had a whole team that provided training. Instead, I used ALL of the guided tours in the RC to complete the entire process. I was SHOCKED."



## **Next Steps within the RC?**

- Localization of content through Al
- Support case integration
- Mobile Resources within our app
- Continue to iterate and grow





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