

Zamazon Services

INTEROFFICE COMMUNICATION

To: Ramalama Dingdong, V.P., Seller Support
From: Chris Logan, SSET Chief Editor
Subject: Request to Hire Technical Communicators
Date: September 6, 2020

c: Sadie Foster, Seller Support
Mikhail Gorbachev, Help Desk

This memo aims to provide rationale in support of hiring additional technical writers for the Zamazon Seller Support Editorial Team (SSET).

Summary

Due to multiple updates to the Seller Central platform and the ongoing increase in the number of new sellers worldwide, a significant need has been identified for hiring additional technical writers to maintain a high standard of seller-centered documentation.

Data Indicate Opportunities for Improved Seller Satisfaction

The SSET currently employs six full-time technical writers to develop content to support more than five million global sellers on Zamazon. These sellers play a key role in Zamazon's mission "to be Earth's most customer-centric company."

Two separate surveys conducted by our department in each of the first two quarters of 2019 revealed that:

- 14% of English-speaking sellers are dissatisfied with the timeliness of updates to Seller Central documentation and automated help, and
- 27% of international sellers are requesting more comprehensive documentation and tutorials in their native languages, most notably German, French, and Italian.

Additionally, a July audit of Seller Support Help Desk tickets from the first six months of 2019 indicates that 18% of Help Desk tickets were opened due to a seller being unable to locate help topics in the online Seller Central documentation that adequately addressed their issue. Summaries of both surveys and the Help Desk tickets audit are attached for your information.

Existing Resources Outpaced by Increasing Seller Accounts and Multiple Platform Updates

The SSET's technical writers work with program managers, user-interface designers, and software engineers to develop a content strategy and manage robust documentation that sellers rely on. The Team is being increasingly challenged by rapid increases in the number of seller accounts, coupled with several recent platform updates. To maintain high-quality, user-

centered content for both new and established sellers worldwide, it is necessary to increase the number of technical writers on staff to address the backlog and match the increasing workload.

Recommendation

I am requesting approval for the following hires:

- 3 additional full-time technical writers to address the Seller Central documentation and automated online help documentation currently in backlog due to recent platform updates;
- 1 full-time technical communicator to produce video tutorials for new sellers; and
- 2 independent contractors to coordinate the translation of Seller Central documentation into German, French, and Italian.

Please contact me at Extension 417 if you have any questions.

Action Items:

I would appreciate your attaching the following approvals to your response:

- Full-Time Employee Hire Approval Form B109 for the permanent employees, and
- Independent Contractor Approval Form B115 for the contract hires.