The Client:

ASCENT had the opportunity to work with a major mobile phone manufacturer that sells its devices worldwide. In the North American market, new phones are typically released first in the United States and then in Canada. Phones are shipped with software pre-installed for various Canadian telecom carriers. However, the accompanying documentation that is included in the box, such as user guides and quick reference guides, must also be adapted to reflect the software and features used in the Canadian market. When in-house resources weren't available to meet the Canadian launch deadlines, this manufacturer turned to ASCENT's Technical Editing and Writing Services team to adapt the documentation in time for the product release dates.

The Challenge:

The mobile phone manufacturer found itself in a difficult situation as it faced upcoming product launch dates for the Canadian market. Without in-house resources to adapt the user guides and quick reference cards for its new phones, the company faced two options:

- **Ship the phones with the U.S. versions of the user guides and quick reference cards.** This solution was unacceptable for several reasons. The U.S. versions showed the American telecom carrier names. In addition, the user interfaces for the Canadian and U.S. phones were different. Shipping American documentation with a Canadian phone would lead to customer confusion and dissatisfaction.

- **Delay the shipment date for the Canadian versions of the phones.** This option was also not palatable. A delayed mobile phone release could negatively affect the carriers’ perception of the manufacturer, as well as the relationship between the manufacturer and the carriers.

Rather than alienating Canadian end users and telecom carriers, the mobile phone manufacturer contacted ASCENT’s Technical Editing and Writing team for assistance.
The Solution:

Thanks to their writing, software, and project management skills, ASCENT’s Technical Writing specialists became an extension of the mobile phone manufacturer’s team. For numerous mobile phone releases, the manufacturer and ASCENT collaborated in the following ways:

- The mobile phone manufacturer provided phones to the ASCENT team installed with the software for various Canadian carriers, as well as the U.S. versions of the documentation.
- ASCENT updated the user guides and quick reference cards to match each Canadian telecom carrier’s unique user interface. For example, two carriers might sequence menu commands in a different order, use different button images, and apply different branding elements to their phones.
- ASCENT was able to effectively accommodate last minute changes to the mobile phone software that affected the user guides and quick reference cards.
- The Technical Editing and Writing team’s software skills and technical problem-solving skills enabled them to complete the jobs quickly and accurately.

ASCENT rapidly became a valued partner for the manufacturer’s project managers who worked with Canadian telecom carriers.

The Result:

ASCENT’s Technical Editing and Writing Services team ensured that Canadian user guides and quick reference cards were completed in time to meet tight product launch deadlines. Thanks to its partnership with ASCENT, the mobile phone manufacturer preserved its valuable brand reputation by addressing the needs of the Canadian market. It also showed a commitment to customer satisfaction by providing documentation that educated both the telecom carriers and end users about the features and functions of the new mobile phones.

Do you have a project that requires the technical experts on the ASCENT Technical Editing and Writing team? Contact us for a no obligation project quote: tech.writing@ASCENTed.com