

CASE STUDY

Chamberlain Group: Revolutionizing Document Management Processes

INTRODUCTION

In a rapidly evolving business environment, Chamberlain Group, a leading manufacturer of consumer products, faced significant challenges with document management due to persistent issues around project timeliness, consistency, and version control. With the need for a more efficient and professional document management process, Chamberlain turned to Contiem for a definitive solution.

THE CHALLENGE

Chamberlain struggled to internally manage documentation for several hundred products across dozens of business units. The documentation team had difficulty meeting deadlines, maintaining consistency across documentation, and managing versioning over time. Despite trying new tools, the team still couldn't find an effective strategy for maintaining content that is shared across manuals, or for managing thousands of pages of translations. Despite their strategic goal of reducing customer service calls via better documentation, the absence of standardized templates created a haphazard look and feel for consumers, and they were not realizing any gains.

Contiem

180 Admiral Cochrane Drive
Suite 450
Annapolis, Maryland 21401
contiem.com



THE SOLUTION

Contiem's professional services team introduced effective documentation management strategies to Chamberlain's processes and applied best practices to template creation, workflow management, version control, and content styles. The Contiem team leverages their proprietary CCMS software RSuite to efficiently manage content with a high degree of reuse. By serving as an always-available extension of their internal teams, Chamberlain's product managers and mechanical engineers rely on Contiem's expertise to develop modern documentation strategies and effective graphic illustrations for key new product releases, as well as for day-to-day maintenance and routine revisions.



Contiem continues to revolutionize Chamberlain's documentation process by introducing standardized version control and partnering with legal and regulatory divisions to ensure consistent compliance across all documents - including Manuals, Quick Start Guides, Product Bulletins, Installation Instructions, and Service Kits.

KEY OUTCOMES

The ongoing partnership between Contiem and Chamberlain continues to yield impressive results.

- **Enhanced Efficiency:** In the 6 months prior to engaging Contiem, Chamberlain had 6 full-time staff with an average project completion timeline of 35 days, an on-time completion rate of 30%, and 45 open documentation projects. Within the first 6 months and with half the manpower, Contiem completed all the open projects plus tackled 100 more, and has driven the on-time completion rate to 100%.

- **Multilingual Management:** In addition to managing 470 documentation projects over the last 3 years, Contiem has also revised, managed, and maintained 4,000 pages of English content translated into French and Spanish, and ensured strict version control of the translated content.
- **Brand Consistency:** Contiem created standard templates for Chamberlain's Instruction Sheets, Installation and Operation Manuals, and Quick Start Guides with appropriate branding standards across multiple product divisions. The professional look and feel increases perceived value while the documentation improvements drive actual value and reduce calls to customer service.
- **Reliable Adaptability:** When critical product changes were made minutes before launch, Chamberlain relied on Contiem for rapid turnaround times on the corresponding documentation changes to ensure the product shipment deadlines were met. When Reese's Law, a new US standard requiring button batteries to be marked with new warning labels, went into effect, Contiem designed labels, stickers, and inserts in various sizes and in multiple languages to ensure Chamberlain's assets came into compliance before the national deadline, without dropping any other open projects.
- **Product Innovation:** For new product launches spanning smart home solutions, perimeter security solutions, cameras, keypads and more, Contiem developed fresh documentation styles designed to highlight Chamberlain's key business objectives and drive consumer engagement.

CONCLUSION

By understanding Chamberlain's strategic business needs, Contiem has been able to design documentation that perfectly fits the goals of various product lines. As a result, Chamberlain now benefits from a standardized, organized, and seamless documentation process. Contiem has also successfully integrated into the Chamberlain project management systems and communication channels, making them easily accessible and contributing creative solutions to their continuously evolving documentation needs. More than just an outsourced solution, Contiem has become an integral part of Chamberlain's growth story, delivering creative solutions for an ever-changing world.