



DEVELOPER DOCUMENTATION: CREATING RECIPES FOR SUCCESS

HOW LIONBRIDGE'S EXPERTISE TRANSFORMED
ONE BANK'S DEVELOPER EXPERIENCE

EUROPEAN BANK

API DOCUMENTATION

END-TO-END SERVICES

Technical content is at its best when it combines concise text and easy-to-understand documentation to achieve a single goal: helping audiences to understand your products and services. For developers, easy-to-use documentation that shows them the way forward is the most important resource a developer website can provide.

However, good technical content is challenging to create. Technical writers need a solid understanding of the products and services in question, as well as the ability to clearly and concisely explain to developers how to start using them quickly. It's a delicate balance. All of these skills are essential for creating great content that resonates with its audience and enables developers to access your services in innovative ways. Content that doesn't provide clear guidance, or that doesn't match your audience's level of technical expertise, can cause frustration and lead to a lack of engagement. These problems are compounded for global institutions, which communicate across borders, cultures, and languages. Mistranslated instructions can cause havoc within your development process, costing you time and money.

To create technical documentation that is effective across borders, you need to work with partners who are technical content specialists with the linguistic expertise necessary to understand regional differences in communication. Your documents need to be created by a team with a rare combination: deep technical understanding of your products and the ability to communicate that understanding in clear, effective language for global audiences.

This is where content solution providers like Lionbridge can help. Through our extensive network of technical and market specialists, coupled with language professionals and decades of expertise in content creation and translation, Lionbridge can bring together teams to create accurate, meaningful documentation for any product. In doing so, we can free up your core team to focus on your company's strategic priorities.

About the Customer

Our client is one of Europe's largest banks and one of the top 30 financial institutions worldwide. Their Developer Portal plays an important role in creating intuitive user experiences for customers in their retail, corporate, and investment banking divisions.



The Challenge

As a global financial institution, our client creates APIs that impact businesses and individuals across the globe. However, with global teams in various time zones all producing these APIs, they were receiving poor feedback and adoption from developer communities. The customer recognized they needed to improve quality and consistency across their API documentation, as well as improve their usability and provide a better experience for developers accessing their content.

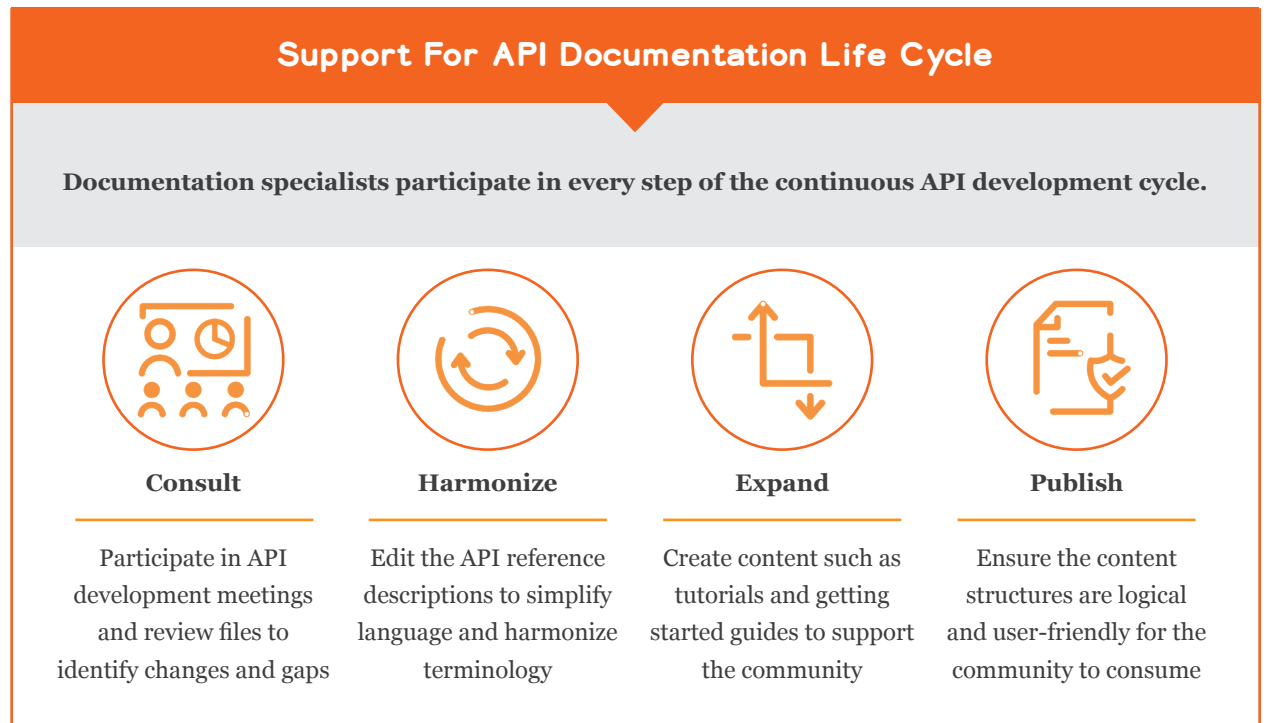
Our client approached Lionbridge for support with developing high-quality API documentation that was consistent across their global organization. As their preferred vendor for a range of other localization services, they had confidence that Lionbridge had the necessary experience and service agility to meet their documentation needs.



The Solution

The key to creating exceptional technical content is collaboration. As such, our team of in-house consultants developed a strategy with the client that focused on improving the quality and consistency of their content. Once the plan was approved, our dedicated technical writing team got to work. Drawing on their extensive technical experience, they developed a comprehensive and tailored library of documentation, with the aim of providing the best possible experience for developers accessing the developer portal.

While creating the content, our team focused on documenting each process concisely, using simple language and including tutorials where appropriate. We also used clear and consistent terminology across all the content we created. This made the final documentation feel like a coherent body of work with a single voice, which could be easily maintained and built upon in future. Our technical writing specialists were involved in every stage of the project, providing support that would ensure success for the content across its entire life cycle:



The Results

It didn't take long for our client to see the positive effects of their new technical content. Upon publication, the results were immediate. The client saw a significant increase in the uptake of developers using their APIs. This led to increased revenue for products and services across their technology stack. There has also been a swell of demand for more technical documentation from other divisions within the client's organization.

Our client realized that they had tapped into a highly specialized skillset within Lionbridge's services. We have since become their preferred partner for technical documentation, integrating with their product teams across the globe to support a range of API products, developer portal launches, and technical documentation projects. At every stage, the client has been impressed with our expertise and agility in finding solutions to difficult problems.

By building a strong partnership based on mutual trust, our client has revolutionized their technical documentation and seen strong growth as a result. Now, we're exploring the positive impact that a range of other content services could have on their business, including copywriting and multilingual SEO. Whatever the future holds, we'll continue to support them with high-quality content, fueled by collaboration and founded on expertise.

