

ProWrite Freezes Out the Competition with Superior Ice Maker Manual

Challenge

Vogt Ice has been an innovator since 1938, when they introduced the first automatic tube-ice machine. Through the years, Vogt has built a reputation as the manufacturer of the most energy-efficient, high-quality, and durable ice machines on the market. Vogt's HFO10 ice machine provides users with a long-term, synthetic, and environmentally-friendly refrigerant solution that addresses carbon footprint concerns.

To provide buyers of the HFO10 with an exceptional manual to match the quality of its product, Vogt turned to ProWrite, a technical writing and editing company with extensive experience developing product manuals, such as installation, maintenance and user guides, for companies in a wide variety of industries. ProWrite agreed to enhance the service manual to include updated installation, operation, and maintenance information.

Solution

The project involved five stages:

1. ProWrite reviewed source material and confirmed project details with the client to finalize the scope and direction of the project.
2. Using their experience and proficiency with graphic design, ProWrite updated the client's template to enhance readability and impose uniformity.
3. ProWrite gathered information and edited and proofed source material provided by the client to develop the service manual and ensure the content was clear, concise, technically accurate, user-friendly, and written in plain English. Graphics supplied by Vogt were incorporated to enhance understanding. Questions, comments, and suggestions by ProWrite were added to the first draft.
4. Vogt reviewed drafts to make sure the document aligned with project expectations, and ProWrite incorporated reviewer feedback for final approval.
5. Once approved, the document was submitted to the client for their ownership and distribution with their product.

Benefits

After the project was completed, the final manual was a comprehensive, well-organized and easy-to-read document, supporting Vogt's commitment to customer service. Such a manual helps reduce calls to customer care as well.

Adds Vogt, "We really enjoyed working with ProWrite. They had a lot of constructive comments and suggested things that we didn't even think about. They provided consistency in the whole manual, which kept the process efficient."

ProWrite also maintains documents through future iterations as new products and needs develop. Vogt can take advantage of this service for their next product update as they continue to innovate their ice machine systems.

