

**This case study is written by a human and formatted by AI.*

CASE STUDY

TruSpace Help Center

[\(Link to site\)](#)

Built a knowledge base from scratch for a real estate SaaS platform. Reduced support email volume by 50% in under one year.

300+

Articles Published

50%

Reduction in Support Emails

< 6 Months

From Kickoff to Launch

CHALLENGE

TruSpace is a real estate SaaS platform that had grown significantly without any formal product documentation. Customer support was only handled via email, which became a problem as the number of users increased. The only reference material (a single PDF guide covering key workflows) became insufficient for onboarding new users or enabling self-service for existing users.

TruSpace needed a comprehensive, structured help center that would reduce the support load, accelerate user onboarding, and provide a foundation for AI-powered self-service.

SOLUTION

I was hired as a technical writer to design, build, and write the entire help center from scratch. I started by conducting a thorough product audit, testing features and workflow hands-on, meeting a few times with product manager, and then created the full scope of documentation needed.

The client is in B2B space, where the users are high intent but also usually in a hurry. The key goal of my content strategy was to minimize decision fatigue. I organized articles into intuitive, role-based categories and sections so users at different access levels see only what is relevant to them, which mirrored the platform's own permission structure. This role-based architecture also helps TruSpace protect its platform's access hierarchy within the documentation.

The entire help center was built in Zendesk, starting from a basic theme. I handled all implementation: writing 300 articles, customizing the theme, and adding UX elements such as quick-reference bars to improve discoverability and scanability. Beyond creating the knowledge base, I designed and deployed AI chatbots, with around 10–12 conversational bot flows to capture the most frequent user intents. I also optimized the content for AI parsing and enabled auto-replies let the bot draw query answers directly from the help content.

RESULTS

The help center was fully functional within 6 months of kickoff. The biggest impact I created was a drop in the support emails by about 50% within the first year. Through optimized content and chatbot deflections, I enabled true self-service. The role-based structure ensured users found relevant content without any confusion, while the AI agent handled a large share of queries autonomously.

The project delivered a scalable documentation infrastructure: a well-organized, on-brand help center that serves as both a user resource and a training collateral for AI-driven support.

Scope of Work

Platform	Zendesk Help Center (customized starter theme)
Content	300 articles across role-based categories
Information Architecture	Structured taxonomy designed to minimize user decision fatigue
UX Customization	Quick-reference bars, custom navigation elements, branded theme
AI Integration	10–12 chatbot flows for high-frequency intents; content optimized for auto-replies
Timeline	Functional help center delivered in under 6 months