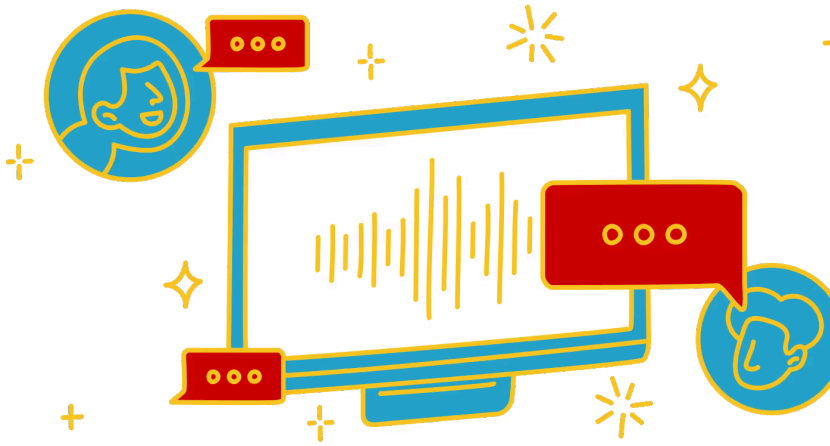
How Kynection achieves 42% faster resource creation and cuts support tickets with AI video.



Construction and transport software leader Kynection cuts customer training and support times, transforming how users engage with technology while improving customer satisfaction.

KYNECTION
KNOWLEDGE IN MOTION

"Creating resources used to take forever-capturing screenshots, writing instructions, making videos. It was a never-ending saga that our team grappled with daily.

With Guidde, we now create stunning product walkthroughs, tutorials, and FAQs in every format imaginable within minutes."

Erin Brunton
Automation Specialist

Key results

27% fewer support tickets

Customers find answers themselves, instead of waiting on support.

42% faster resource creation

Now takes 5–10 minutes compared to hours of workshop preparation.

15% increase in CSAT

Customers find answers themselves, instead of waiting on support.

When construction crews need to document safety checks, schedule teams, or track asset maintenance, they turn to Kynection's software, Kynection Information Manager (KIM). However, driving digital adoption and educating busy managers and field workers on the value and use of new technology has always been a challenge, until Kynection discovered Guidde.

The Challenge

Kynection's team devoted countless hours to in-person sessions for sales demos and project handovers. Back at the office, customer success and support teams repeatedly answered the same "How do I do this?" questions, hundreds of times over.

Making a how-to video was like pulling teeth. First, the team needed someone technical to create a script and visual walkthrough. Then came the hardest part: finding someone to record the voiceover or video. Even without delays or procrastination, this process took hours to capture, format, and deliver. It was exhausting.

The Guidde Solution

From product how-to's to partner training, onboarding to handovers, and product updates — if it needs explaining, Kynection now tackles it with Guidde. Whether it's HR timesheets ensuring compliance with industry standards or product releases helping users adapt quickly to changes.

Guidde's step-by-step video guiddes are instrumental in driving digital transformation, helping users understand and fully utilize Kynection's KIM software. Kynection can now create videos with AI-

generated voiceovers and share them as HTML, PDF, or embedded in just minutes.

This approach delivers key benefits:

- **Professional:** Corporate branding across all applications.
- **Efficiency**: Automatic generation of both video and written documentation.
- **Speed**: Typos or UI changes are resolved in seconds.
- **Accessibility**: Clients access a library when and where they need it.
- **Productivity**: Teams create guiddes in one session without repetition.

Guidde made digital transformation accessible and effective, enabling users to unlock the full potential of KIM while completing tasks faster and more efficiently.

The biggest surprise wasn't just the 27% drop in support tickets or the increase in client satisfaction. It was watching existing and potential customers explore Kynection's Guidde library following sales and customer success calls and witnessing firsthand how quickly they could understand and master the KIM platform.

"Before, creating resources was a week-long project," Erin shares. "Now, we update them faster than we can update our own software."

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