



LIVE WEBINAR

Content Experience – What is it and How Did We Get Here?



Presented By:

Mike Hamilton

MadCap Software



Before We Get Started...



The webinar will be recorded
and emailed to all registrants



Use the Question Panel in
GoToWebinar to ask questions
throughout the webinar

AGENDA

- Definition
- Concepts
- Examples
- Possibilities – How do we get there?

DEFINITION

WHAT IS “CONTENT EXPERIENCE”?

From the moment a potential customer hears about you, through their research and purchase, and then supporting them as a customer, their perception of your company and brand is heavily influenced by the content that your organization creates, publishes, and shares. You need to control and own that content experience.

- Mike Hamilton

CONCEPTS



60%

By 2026, 60% of large enterprises will use total experience to transform their business models to achieve world-class customer and employee advocacy levels.

Source: Gartner

WHERE DID “CONTENT EXPERIENCE” COME FROM?

- Content Experience is a natural evolutionary step
- Old content models were based on company needs, not the needs of customers
- Content Experience is a critical component of Total Experience

- Pre-purchase research
- Sales process
- Testing/prototyping
- Adoption
- Troubleshooting/repair
- Upgrade or replacement

**WHEN DOES A
CUSTOMER
NEED CONTENT?**

- Pre-purchase research
- Sales process
- Testing/prototyping
- Adoption
- Troubleshooting/repair
- Upgrade or replacement

Marketing

Sales

Support/Help Desk

Training

**WHEN DOES A
CUSTOMER
NEED CONTENT?**

- Pre-purchase research
- Sales process
- Testing/prototyping
- Adoption
- Troubleshooting/repair
- Upgrade or replacement

Marketing

Sales

Support/Help Desk

Training

**WHEN DOES A
CUSTOMER
NEED CONTENT?**

CONTENT EXPERIENCE IS CUSTOMER FOCUSED

- It is no longer about what **we** want to say, it is about what the **customer needs to hear** to be successful
- It is not about what is “convenient” for us, it is about when, where, and how the customer needs content
- It requires bridging silos (MarCom, TechCom, etc.) and providing the content type appropriate to the immediate customer need

IS CONTENT EXPERIENCE NEW?

- As a concept, yes, however...
- Content Experience is the combination of existing disciplines, marketing communication, technical communication, UX (user experience), content management, content strategy, etc.
- ...and seeing it all through the lens of the customer viewpoint

CX SUCCESS FACTORS (CUSTOMER)

Content needs to be:

- Provided exactly when needed
- In a way that is easy and convenient
- In the most appropriate format (text, image, video, etc)
- With a beautiful and engaging design

CX SUCCESS FACTORS (INTERNAL)

Content needs to be:

- Cost effective to produce
- Schedule/time effective to manage and curate
- Consistent, on message, and on brand
- Fast and efficient to repurpose and produce derivative works as necessary in multiple file formats

EXAMPLE 1

PURCHASING A TV (15 YEARS AGO)

- Looked at specs on web site, made a decision
- Went to store, box was very pretty, but not a lot of info
- Purchase TV, transport home incorrectly
- Open box incorrectly
- TV doesn't work. TV returned.

Customer unhappy, store unhappy, manufacturer unhappy.

PURCHASING A TV (TODAY)

- Looked at specs on web site, made a decision
- Went to store, box had critical information on it



PURCHASING A TV (TODAY)

- Looked at specs on web site, made a decision



on it

PURCHASING A TV (TODAY)

- Looked at specs on web site, made a decision
- Went to store, box had critical information on it
- Purchase TV, transport home correctly
- Open box correctly
- Find paper manual inside
- TV works!

Happy customer, happy store, happy manufacturer.

PURCHASING A TV (ANALYSIS)

- No new content was created. The information needed was already in the manual but
 - » *Delivered at the wrong time*
 - » *Delivered in the wrong format*
- Looking at the modern content experience, content was added to the box, and an insert just inside the box
 - » *Delivered correct content*
 - » *Delivered at the exact moment of need*

EXAMPLE 2

DISHWASHER REPAIR (BAD CX)

- Customer has a beautiful dishwasher by “Fiction Corp”
- Customer loves dishwasher for three years, but it breaks
- Customer calls repair person
- Repair person has never worked on “Fiction Corp” products, but knows dishwashers, so they come out
- Repair person opens cover, doesn’t see an obvious problem, asks for product manual...

DISHWASHER REPAIR (BAD CX)

- First Problem: Customer has misplaced the three-year-old paper manual
- Second Problem: Fiction Corp web site is designed to sell new products, so searching on the model number is no help
- Third Problem: A generic web search on the model number brings up sketchy sites promising a PDF manual...**just put in your credit card number**
- Repair person gives up, suggests replacing the defective model.

Customer unhappy, repair person unhappy, Fiction Corp just lost a customer and potential future customers.

DISHWASHER REPAIR (GOOD CX)

- Customer has a beautiful dishwasher by “Fiction Corp”
- Customer loves dishwasher for three years, but it breaks
- Customer calls repair person
- Repair person has never worked on “Fiction Corp” products, but knows dishwashers, so they come out
- Repair person opens cover and finds...

DISHWASHER REPAIR (GOOD CX)



DISHWASHER REPAIR (GOOD CX)



Repair Parts



Troubleshooting



Product Overview / Replacement

DISHWASHER REPAIR (GOOD CX)

- Repair person follows the “Troubelshooting” QR code
- Repair person gets the content they need
- Turns out to not be broken, just a minor adjustment

Customer super happy, repair person happy, Fiction Corp now has a customer for life

BIG BONUS: *Fiction Corp can check their analytics and see how many times that troubleshooting link has been used*

**HOW DO WE
GET THERE?**

GETTING THERE – NEED A CHAMPION

- The largest hurdle is not technology, but staff
- It can be difficult to bridge across existing content silos and get buy-in from all stake-holders
- One person needs to “own” the Content Experience, and preferably, not anyone from an existing content silo
- A product manager, or better, a director of products would be ideal

GETTING THERE - DATA

- The next critical hurdle is data.
- Meet with existing customers and dig deep into their content needs and content usage. Don't just take their word, do exercises like "job shadowing". It can be an eye-opening experience.
- Create robust personas representing your customers and role-play those personas.
- Identify customer content needs from every angle

GETTING THERE – CONTENT DELIVERY

- Once you have data, brainstorm content delivery
- Think out of the box
- When would video be better? When would text be better?
- Should content be on the box? On the product? In a box insert? In the traditional manual? Combination of all above?
- Forget tech, determine the best-in-class content experience you could deliver for your customers

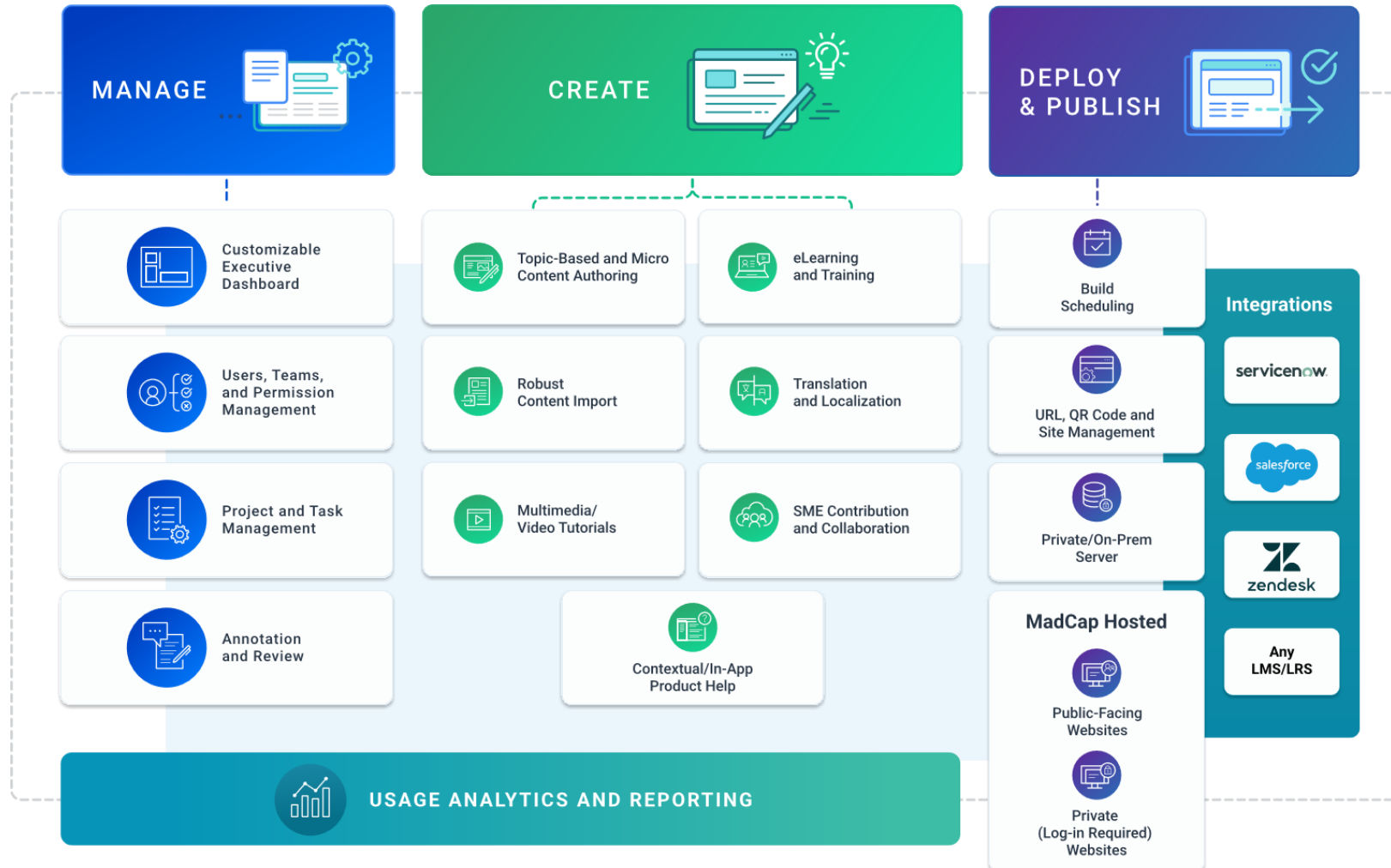
GETTING THERE – TECH

- Think backwards – what deliverables need to be produced to achieve your dream customer content experience?
- How much content overlap exists between those deliverables?
- This can advise on how to establish your content strategy, and what techniques to use in your content system

MADCAP CONTENT EXPERIENCE PLATFORM

- At a high level, our system has all the functionality to achieve the goals I have described
- Content reuse, rebranding, and personalization
- Cross-silo collaboration and team unity tools
- Task and team management
- Multi-channel publishing to various file formats
- Content hosting and content analytics

THE MADCAP CONTENT EXPERIENCE MANAGEMENT PLATFORM



SUMMARY

- Definition
- Concepts
- Examples
- Possibilities – How do we get there?

MADWORLD

October 8-11, 2023

MadWorld In-Person



MadWorld @ Home



Register by February 28, 2023 and save up to \$1,000!

EARLY REGISTRATION NOW OPEN >>



LIVE WEBINAR

Questions?



LIVE WEBINAR

Thank You