Smartlogic and SDL; maximize ROI on technical communications

In today's hyper-connected world, the shift to digital content presents unique challenges for organizations who want to leverage product documentation to drive customer self-service delivery and improve ROI. The quality of information and technical support provided by an organization is a key component in customer satisfaction.

Recent studies show:

- 37% of customers call a support line if they cannot find the right information online.

- 23% of customers email customer support if they cannot find the right information online.

- By 2020, customers will manage 85% of their interactions without talking to humans – this includes sales, marketing, help and customer support.

This trend toward customer self-service, requires that users are able to quickly locate the information they need in real-time; when customer support is engaged the cost to the organization increases. If information is not readily available, the cost to the enterprise in wasted time, customer satisfaction and frustration is considerable and in some cases, products and services become unprofitable.

The road to self-service delivery
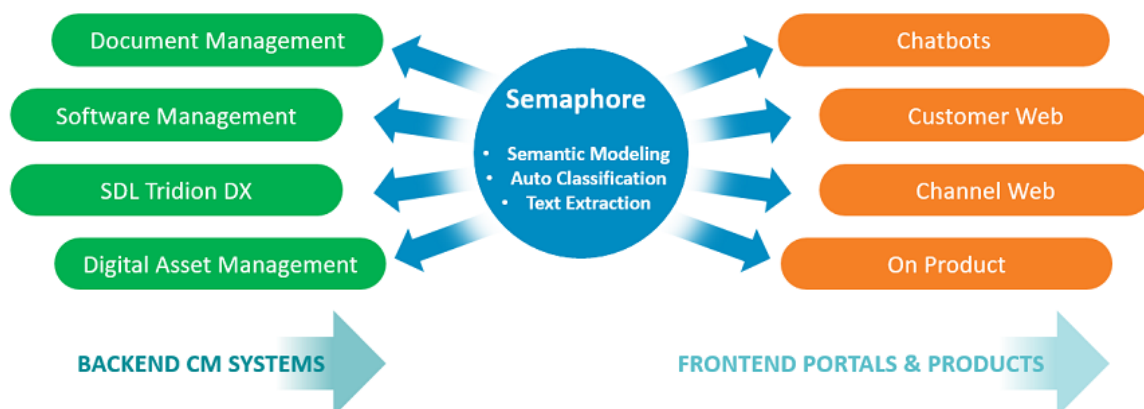
One global technology organization arms their customers and support team by investing in the technologies of Smartlogic and SDL to improve customer self-service delivery through their support website. The site supports 500 million customer visits each year from 75 countries with content in 14 languages. Supporting a complex product catalog with interchangeable components, the site contains information for 90,000 product models, 92,000 product drivers and 1 million support documents.

The desire to give business users greater control over the customer experience and provide quality support to their users had a number of challenges in their existing environment:

- An aging legacy system, which lacked business agility over the customer experience
- A custom solution managed by IT
- Multiple systems across the enterprise were required to create the content value chain. Each system had their own publication timeline and unique vocabulary.
- A reliance on an outdated software change process for modifications

To solve their search and navigation challenges, a managed web experience with a central, real-time view of the knowledge model powers front and back end systems. This ensures every system has the current classifications and can

correctly tag, organize, and serve content to orchestrate the experience.

How they did it

The company began by building a model that reflects their product catalog, customer and agent information seeking behaviors, product drivers, identified support categories and troubleshooting documentation using Semaphore's Knowledge Model Management tools. Rules, published directly from the model, are combined with Natural Language Processing, entity, fact and relationship extraction to automatically classify, create and apply precise, complete and consistent metadata to each information asset.

The model acts as a metadata hub and integrates with backend document management, software management, digital asset management systems and the SDL Tridion DX. Front end customer and agent portals, channel and product information are tied to backend systems using the same metadata. Connecting SDL Tridion DX to the Semantic AI platform Semaphore, provides all users a vocabulary, which contain the topics, concepts, subjects, themes and context using a vocabulary and language they understand.

This integration ensures all users are able to find the information they need and:

- Reduces duplication of effort – content throughout the enterprise can be identified and tagged; promoting content reuse and eliminating the time and effort associated with rework.
- Increases the number of instances where customers can efficiently find the information they need using a familiar vocabulary saving time and increasing satisfaction.
- Increases the number of instances where customer support closes a call at first level of contact.

When a single vocabulary drives content syndication, efficiencies are gained, satisfaction increases, costs decrease and ROI increases.

The power of two

The SDL and Smartlogic solution provide a mechanism to harmonize all information using a centralized repository to manage, tag and serve content across the enterprise to result in:

- Precise, comprehensive metadata enrichment for global content.
- Centralized Product Classification and automated updates.
- Semantic navigation and discovery.
- Contextual filtering and personalization for real-time relevance.
- Select metadata managed in an external taxonomy system to support all of the relevant touch points within in enterprise.
- Consistent view of content for customers, technical support and internal staff.
- Content reuse by enabling search and discovery via rich metadata.
- Providing relevant content with knowledge componentization.

By integrating SDL Tridion DX with the model in Semaphore, content in the enterprise is managed by the business, customers and agents can quickly find the information they need and content is reused across the enterprise.

> **To learn how Smartlogic and SDL maximize ROI on technical communications contact us as:**
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