RWS

Tridion®

For customer support

Who is it for?
Customer experience and support teams who need to deliver great customer experiences with better information findability and accuracy to improve resolution times and reduce costs.

Providing 'one right answer' for customers

Inconsistent customer support sabotages the customer experience

From product research to self-service, and product use to post-sales support, your customers expect accurate, consistent, and accessible customer support information across channels and languages.

You need to provide them with 'one right answer' wherever and whenever they want it. However, with the explosion of content and channels, being able to do so is increasingly difficult.

The issue – disconnect between the support provided and what customers want

Today's customers expect the very latest, easy-to-access, bite-sized content that gives them the answers they want, when they want.

Delivering the information customers need quickly and consistently with existing content systems and silos is nearly impossible. All too often customer support information is out of date, inconsistent, or inaccessible for impatient customers who want immediate answers.

Providing self-serve solutions across multiple channels, in multiple formats, and in multiple languages, significantly improves the customer experience but is hard to achieve.

What truly matters – thinking beyond PDFs

Your customers expect immediate access to relevant snippets of information on the channel and device of their choice – instead of downloading lengthy PDFs.

Your employees want an agile solution that enables them to provide customers with 'one right answer' and produce customer support materials in an iterative and collaborative way.

To provide great customer experiences and empower your employees to deliver fantastic support you need to optimize your content production, management and delivery.

The solution – a 'single source of truth'

Tridion centralizes the creation, translation and delivery of content by using a modular way of managing content.

It acts as a 'single source of truth' for your information and allows you to easily reuse, share, filter and deliver any piece of multilingual content to any channel.

Because the content is made up of modular, bite-sized chunks of content, it can be pulled through to populate customer service chatbots, voice search queries, or customer support systems such as Salesforce Service Cloud, ServiceNow, and Zendesk.

A 'single source of truth' for customer support information improves the customer experience and significantly increases staff productivity.

A 'single source of truth'

Often information within organizations is managed within silos – all independently creating, translating and delivering their own content

This results in a fragmented customer experience, with conflicting or inaccurate customer information.

Great customer experiences are built on being able to deliver consistent content in the way your customers want.

Key to delivering this is the ability to create a 'single source of truth' that your systems and staff can rely on and trust.

Because Tridion is a Component Content Management System (CCMS), it is designed to hold content as individual components rather than as whole documents. A component could be a word, phrase, paragraph, series of paragraphs, image, video, table, or any other 'piece' or 'module' of content.

Tridion enables you to formalize and standardize the structure of content as a set of related components.

It simplifies the management of content by:

- Enabling you to 'create once, publish everywhere'
- Making it easy to update content
- Categorizing or tagging components
- Managing different language versions

This approach really comes into its own when dealing with content that needs to be reused a lot – user manuals, for example, have many similarities across different models in a product family. Much of the content you want to make more findable by customers and employees will fall into this category, including product information, knowledge bases for customer support, policies and legal documentation.

Tridion gives you a 'single source of truth', the 'master' content that can be reused across multiple channels and updated automatically in all formats. As the content is the same wherever it appears, it gives you, and your customers, consistency of information, and ends inaccuracy and content redundancy.

By using metadata, your content is enriched so it can be classified and found more easily – enabling automated contextual delivery to chatbots, voice search and so on.

Tridion enables you to efficiently deliver optimized customer support experiences in our fragmented, digital world.
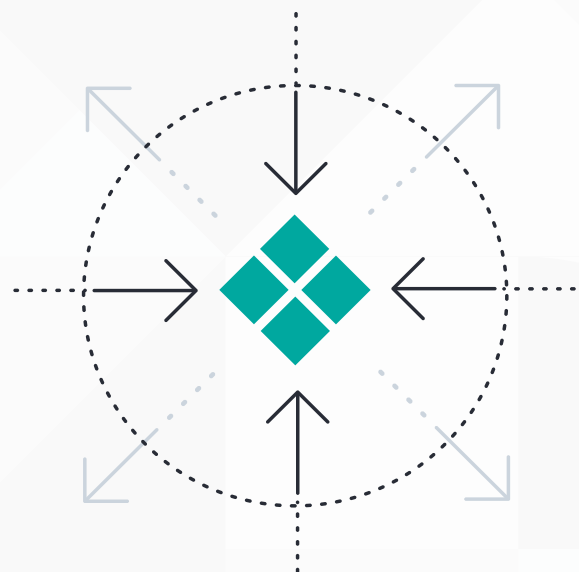
Transforming customer support with semantic AI

Providing 'one right answer' can help enormously with improving the customer experience and providing better customer support – but only if customers or your staff can find it

Semantic AI is key to findability.

It's the secret to providing personalized results and recommendations as well as dynamic, relevant autosuggestions and concept search results to your customers and employees.

Semantic AI appears to understand what content means. This 'understanding' comes from a combination of corpus analysis, knowledge graphs and machine learning.

Semantic AI is just as valuable for related 'self-service' tools like chatbots and voice assistants, enabling you to deliver personalized, human-like interactions without the involvement of a human.

Tridion gives you 'one right answer'

Simplify the creation, management and delivery of your content

With Tridion's market-leading capabilities, you can streamline your content operating model and remove the bottlenecks across all phases of the content production process.

Create and manage

Provide your customers with information in a variety of user-friendly formats and make updates quickly and easily.

- Dynamically assemble content – content can be taken from the same source and dynamically assembled into any format
- Baseline Manager – allows you to easily manage content and versions across publications

Collaborate and review

With Tridion, collaboration improves, quality goes up, and you can produce and publish your customer support content faster.

- Collaborative online environment – multiple reviewers can provide feedback on the same content simultaneously – eliminating cumbersome PDF markup
- Threaded conversations – helps reviewers discuss and clarify feedback more easily

Translate and localize

Manage translations directly from the platform and speed up the delivery of multilingual support content.

- Multilingual controls – to manage multilingual content and automatically reuse existing translations
- TMS integration – allowing content to be submitted to a translation management system directly
- DTP cost reduction – templated output for multilingual content eliminates costly desktop publishing

Deliver and distribute

Serve customers quickly with the support content they need, in the format they prefer.

- Dynamic Documentation – a fully responsive, out-of-the-box documentation portal
- Headless content APIs – to deliver personalized content to any digital touchpoint
- Scalability – to support global content distribution and delivery

Automatic delivery to multiple channels

Tridion provides a 'single source of truth' for your customer support information in a modular way – enabling you to reuse content across multiple channels in multiple formats. Content can for example be served up to Salesforce Service Cloud, ServiceNow and Zendesk amongst others.

The boxes represent modules or components, which can be assembled and delivered to multiple channels.
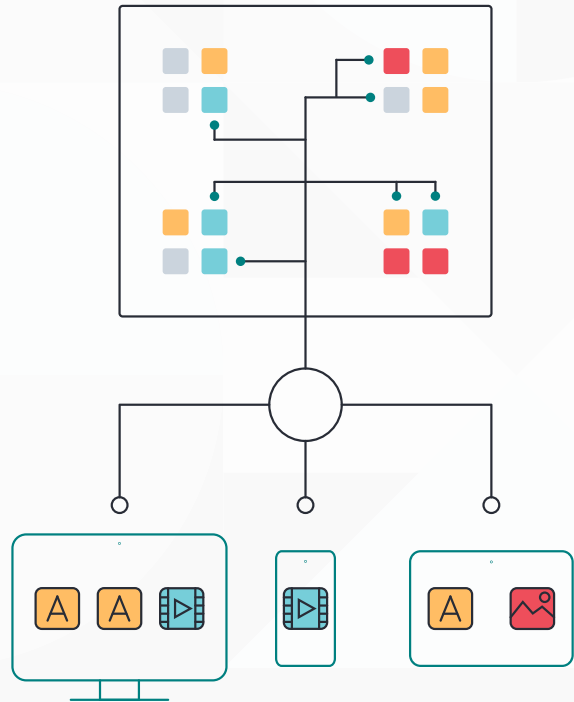
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