

Omnichannel and beyond: the many reasons to go headless with Tridion

How five very different businesses are using the Tridion headless content management platform to deliver exceptional experiences¹



Healthcare

Mobile app for connected, proactive care

Medical device giant offers healthcare organizations a patient-centric mobile app platform, supporting innovative personalized care on top of important pre- and post-operative information.

Solution standouts



Remote monitoring and care: analytics, surveys, telemedicine



Clinical care pathway templates

Results

36%

fewer patients requiring post-operative physical therapy

76%

fewer patients using surgery-related emergency/urgent care

Financial services

Adaptable web presence for 2,000+ financial advisers

Global wealth management company gives each partner a secure web presence with options to personalize their pages.



Solution standouts



Different personalization levels: basic, personal, professional



Dev-free page creation through the CMS combined with template best-practices on the delivery side

Results

60-80

requests per day handled by team of 5



hour to create a new 'professional package' site



Hospitality

Personalized, immersive booking journey

Global hotel chain transforms web and mobile experiences through multimedia content integrated with other systems (including CRM, food and beverage, meetings and events).

Solution standouts



Interactive floor plans, 360° images, virtual tours with direct links to booking forms



Tailored content for different audience segments and languages

Results

110%

increase in hotel bookings

12%

increase in event conversion rates

35%

increase in qualified sales opportunities

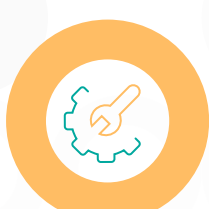
Retail

Streamlining work for 100,000+ in-store employees

Coffeehouse chain makes more than 50m pages of information easily findable through a device-agnostic employee portal.



Solution standouts



QR codes on equipment linking directly to the right training and troubleshooting materials, with integrated support ticketing



Analytics used to finetune UI, content, taxonomy, role-based personalization

Results



Overwhelmingly positive feedback

10m

page views per month



Millions of dollars saved in productivity gains



Automotive

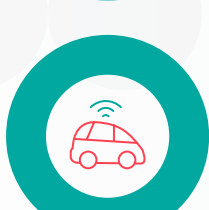
Accurate real-time information for vehicle owners and dealers

Electric vehicle manufacturer delivers diverse content to in-vehicle, web, app and voice-assistant channels as well as dealer management systems.

Solution standouts



Integrated spare parts findability for dealers



Personalized service information for vehicle owners

Results

40%

reduction in aftersales service consultations



Easier compliance with information publishing regulations

A headless CMS has endless applications

Designed for omnichannel publishing, the API-first approach of headless content management lets you deliver so much more, including:

- Dynamic personalization
- End-to-end workflows

- Augmented/virtual experiences
- Actionable insights

The results speak for themselves. With Tridion, organizations in every industry are reinventing the way they deliver digital experiences. [Talk to us](#) to join them.

¹ To learn more about what headless content management is, read our paper: [Demystifying headless content management](#). And for more detail on each of these five use cases, see our ebook: [Beyond omnichannel with Tridion - five headless content management success stories](#).

Tridion takes you further with headless content management
[Talk to us](#) | [Learn more](#)

