

Abstract



- Effectively creating, managing, and deploying **content** across many web properties and audiences is challenging - straining marketing and IT resources with increased time and labor needed for current and dynamic **commerce**, marketing, and customer self service websites.
- This session addresses how companies are successfully creating centralized and effective **content** authoring, management, and deployment solutions - empowering marketing teams, reducing IT demands, and increasing reusability from existing content investments - specifically showing how this content comes to life for improved customer experiences in the company's **commerce** and other sites - with microsites and targeted customer experiences integrated to social capabilities.



Topics

- The landscape
- A few rules of thumb
- Real-world case studies
 - Keeping costs and frustration levels low
 - Keeping it simple
 - Keeping up with the speed of content



**Connected
Customer**



The landscape: Augmented reality -- life with annotations



<http://www.youtube.com/watch?v=9c6W4CCU9M4>



The landscape:

Nokia has patented the magnetic tattoo

Material attached to skin can connect to your cellphone



The landscape: Mobile payments



The landscape:
Many people have never used ...



The landscape:

Companies can be well positioned for the future



- **Disruption can be a benefit to visionary companies who use standards-based technologies**

Topics


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**Connected
Customer**



A few rules of thumb for content and e-commerce

- 
- When should I use a CMS?
 1. When you need to build more than 30 pages
 2. When you see repetitive templates in your design
 3. When you have internal content authors
 4. When there is multi-purpose content that can be syndicated to different websites or devices



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**Connected
Customer**

Yum! Brands: Personalizing the World's Largest Restaurant Company

Challenge

- Deliver **consistent communications** and collaboration across multiple connection and access methods supporting thousands of employees at retail franchise and headquarters locations
- Present and **personalize content** for each unique retail brand identities within enterprise portal
- High **scalability and availability**, performance monitoring
- Meet the needs of employees at over **38,000 restaurants** in more than **120 countries**

Solution

- WebSphere Portal, impersonation and personalization services, virtual portals, IBM WCM and more

Results

- Delivers **timely communication and collaboration** services to thousands of employees across headquarters and retail franchise locations
- Presents retail-specific **identities and information**
- Supports **diversity of connection**, OS and web client access investments
- **Scalable**, high performing platform supports business growth



Customer Goal

Enhance 'franchisee focused' business objectives with improved communications and processes across all brands - supporting world's largest restaurant company

Yum! Brands: Providing an optimized HRonline site and a better user experience



- Delivering HR capabilities to more than 1.4 million team members
- Fewer clicks to content -- only 1 or 2 clicks -- with few exceptions
- More information *without* clicking via “Mega Menus”
- Less “hunting and guessing” where content is located
- Cleaner interface with better use of white space
- Quick access to popular content via “Static Footers”

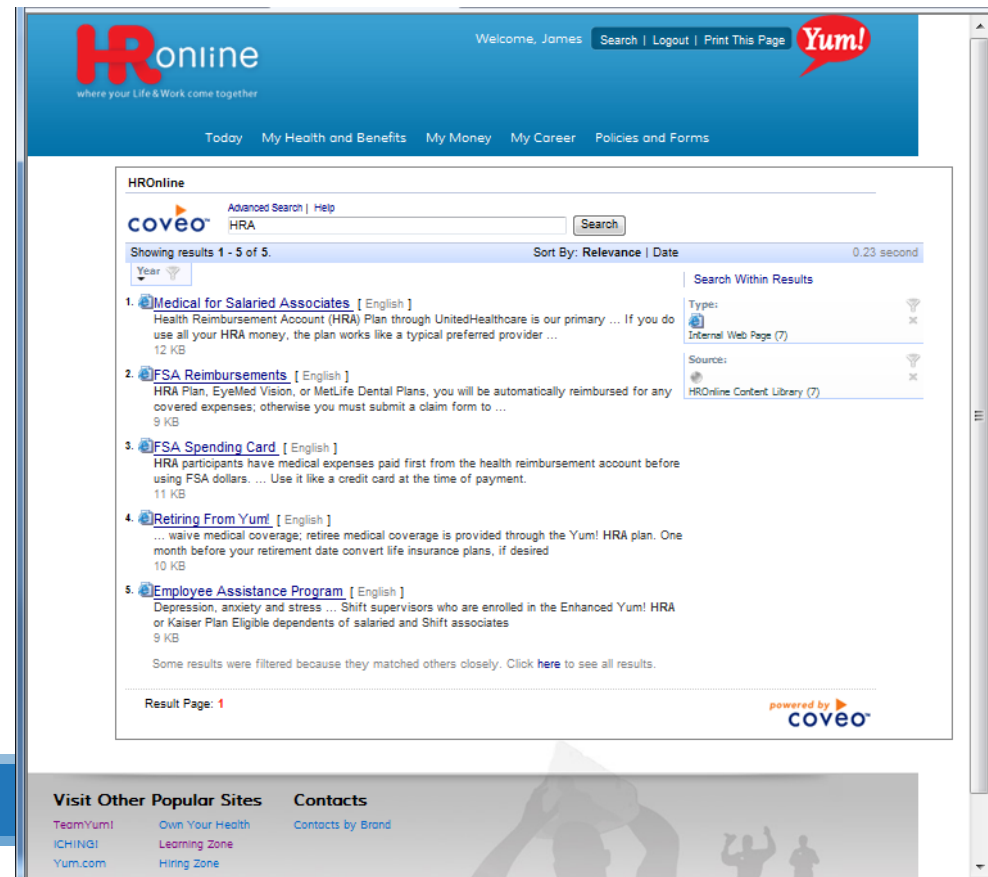
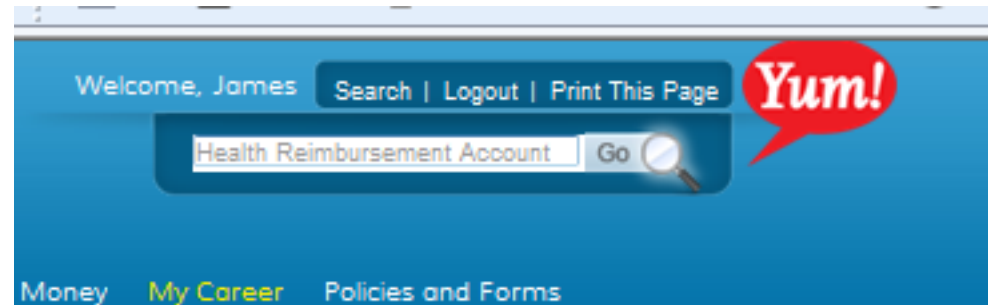
The screenshot shows the Yum! HRonline website. The header features the 'HRonline' logo with the tagline 'where your Life & Work come together'. A navigation bar includes links for 'Today', 'My Health and Benefits', 'My Money', 'My Career', and 'Policies and Forms'. A search bar is present with a 'Go' button. The main content area has a large graphic of a speech bubble filled with various 'HELLO' greetings in multiple languages. To the right, a section titled 'Say Hello and So Much More!!!' promotes Rosetta Stone language learning. Below this, there are two columns: 'Take Action' with a 'Mega Menu' for 'Fund Your Educational Journey' and 'In the News' with a 'Static Footer' for 'Increase Your Energy in 2012!'. The footer contains a list of links for quick access to various HR services like paychecks, benefits guides, and work schedules.



Yum! Brands: Providing an optimized HRonline site and a better user experience



- Content structured to provide a **fast search** experience
- Simplified **personalization** to deliver targeted content
- Access to personalized and secure information such as **paychecks**
- Self-service** applications for timecard approvals
- Supports **diversity of connection**, OS and web client
- Scalable platform** supports business growth

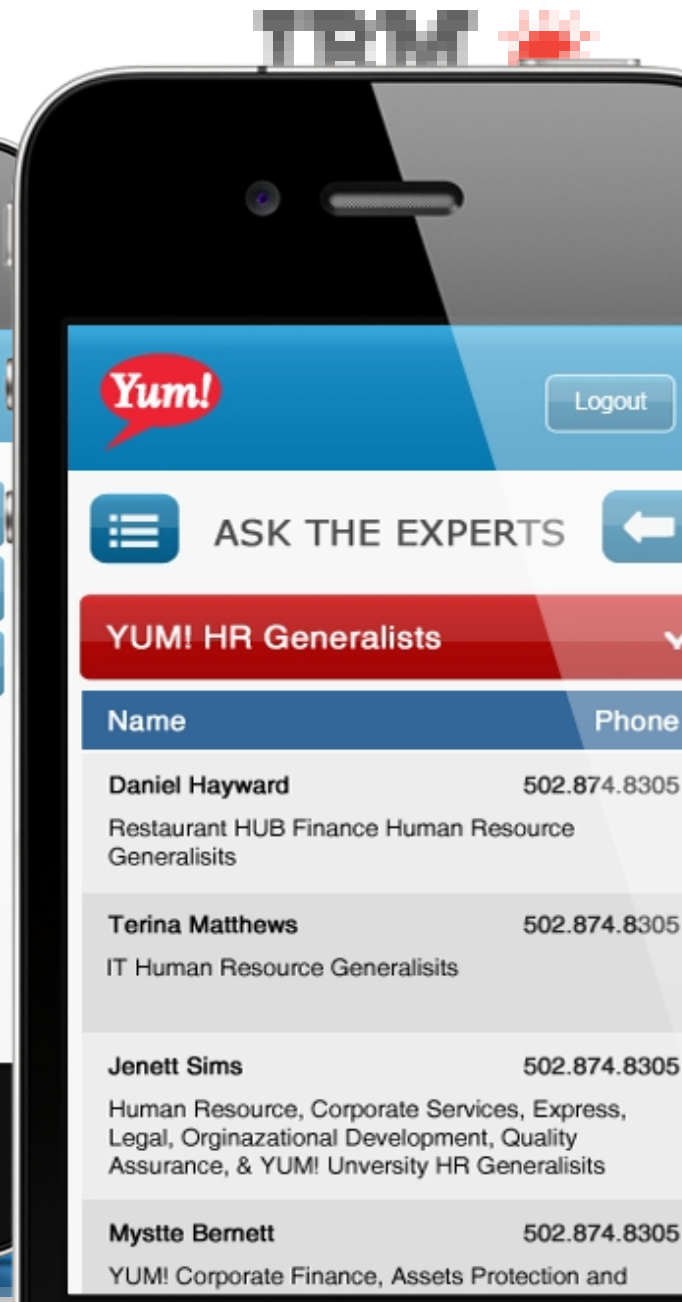
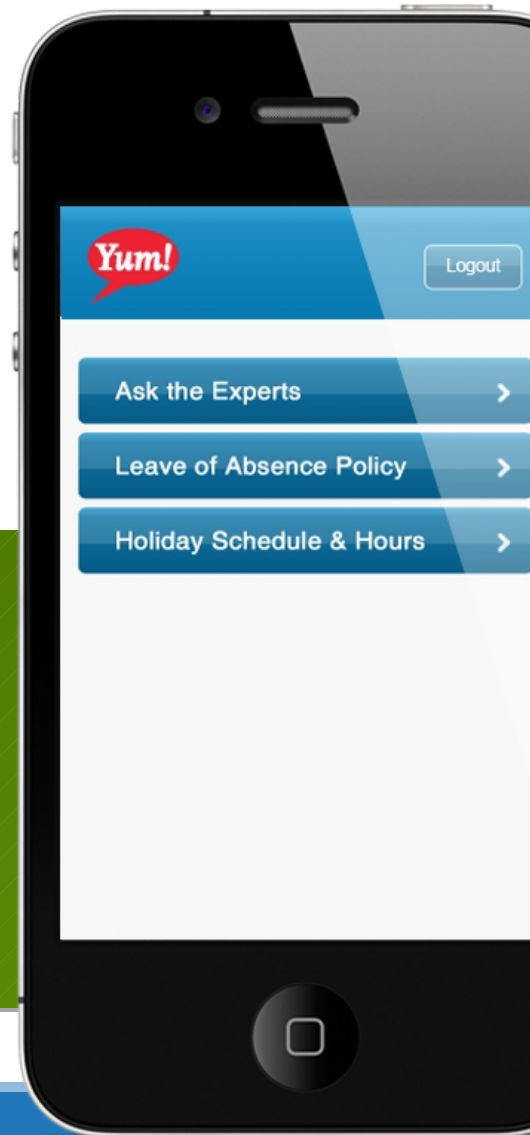


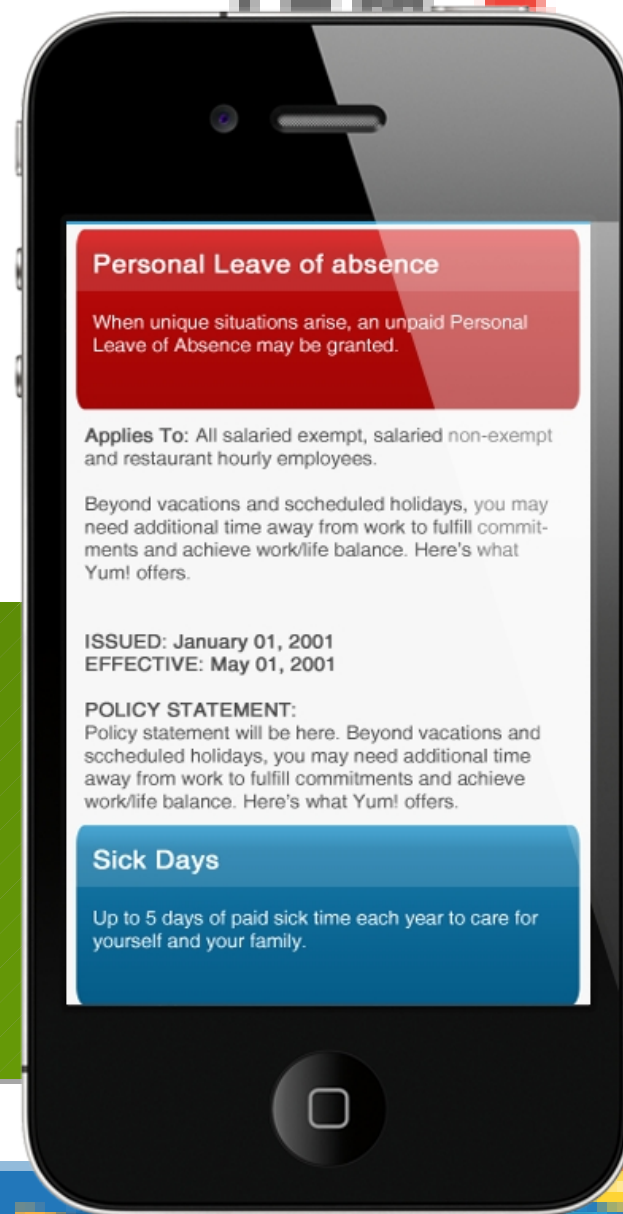
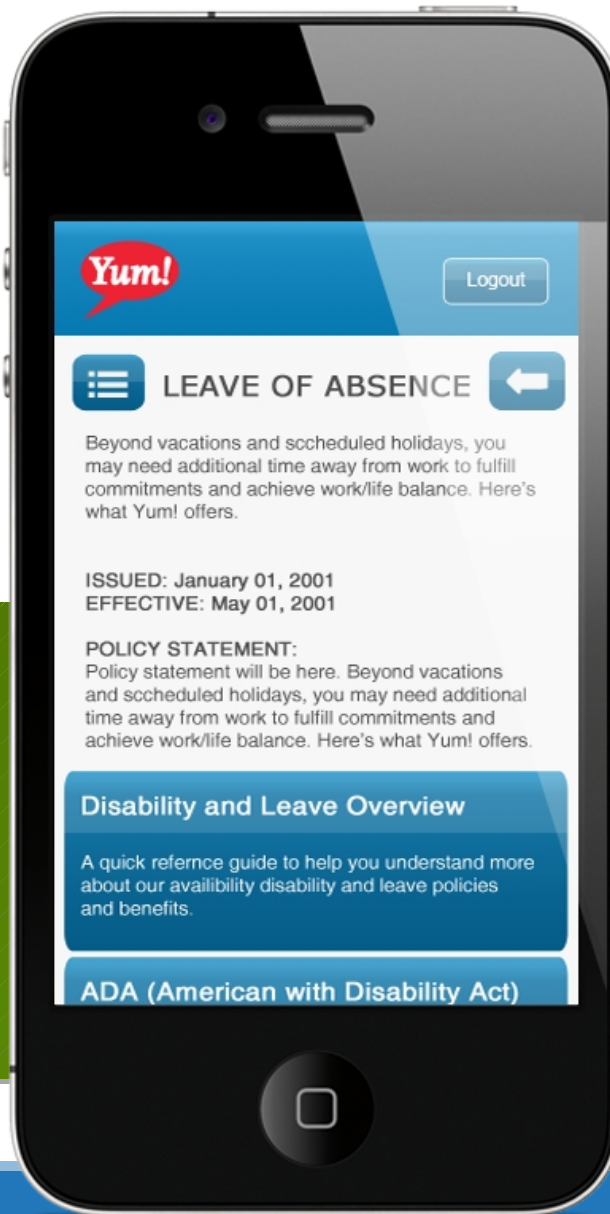
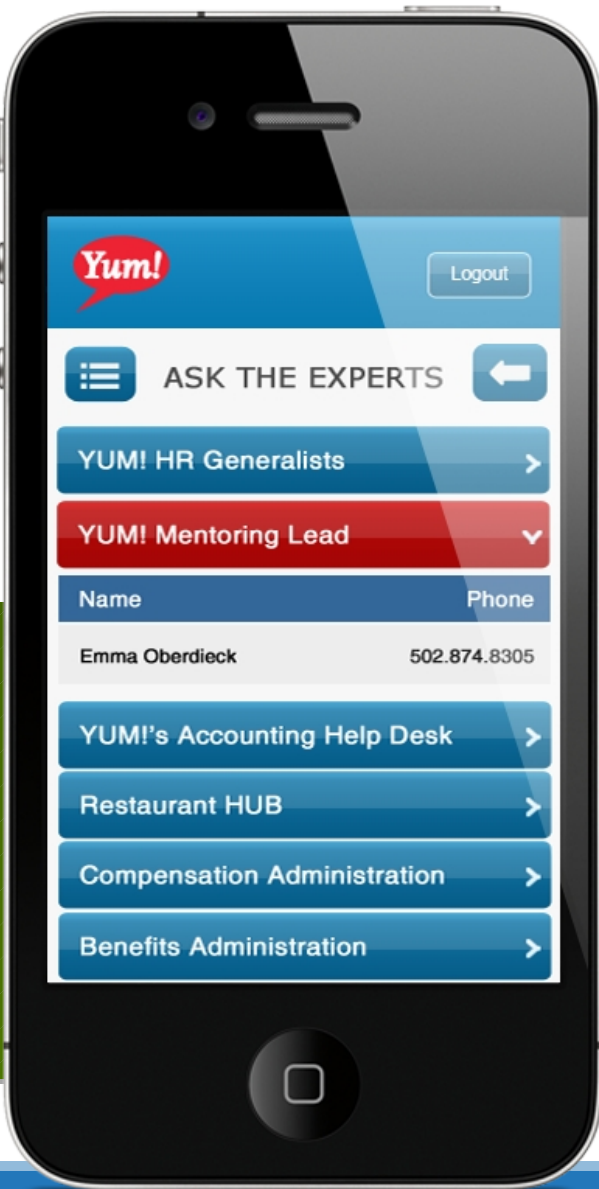


Yum Brands

Food & Beverages

- My Account
- Legal info review
- Search policy
- WCM Integrated
- PeopleSoft Integrated





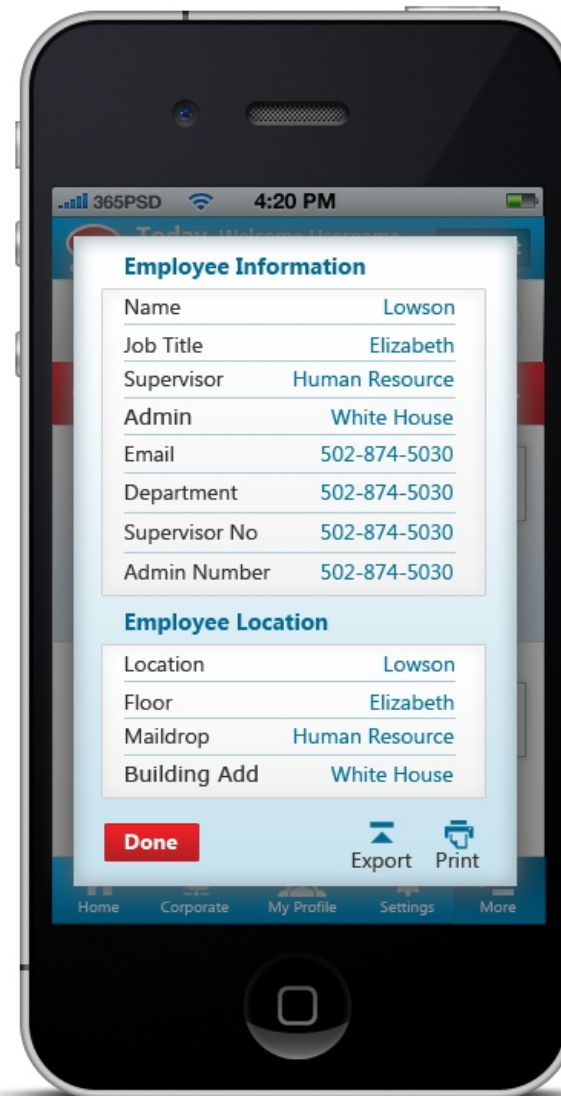
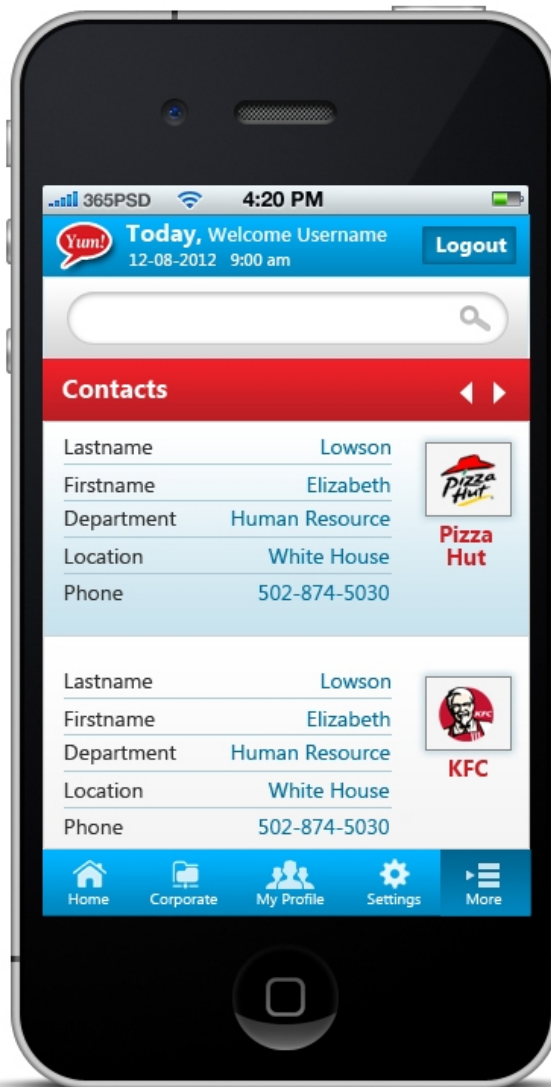
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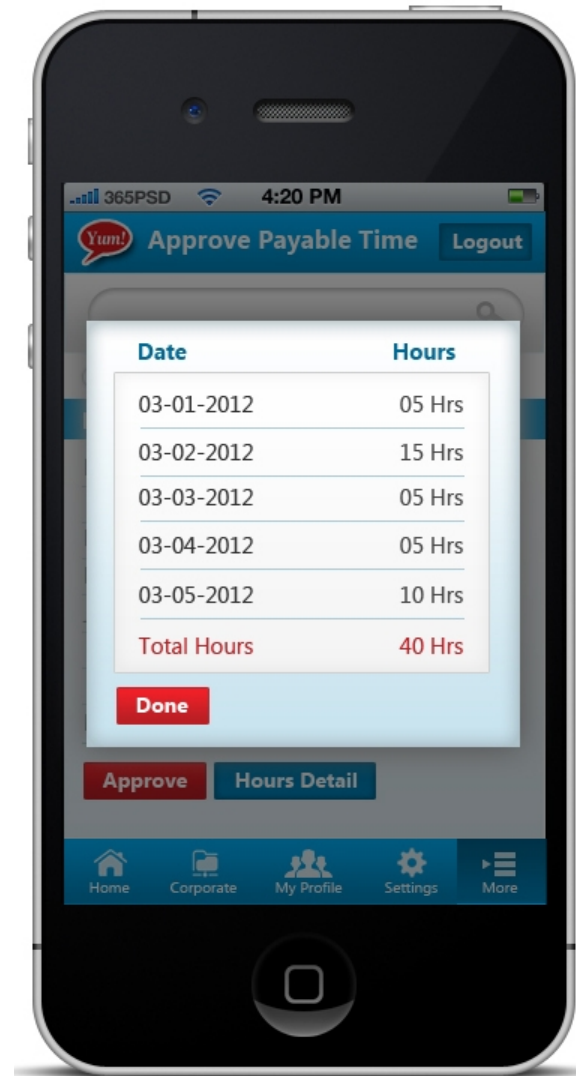
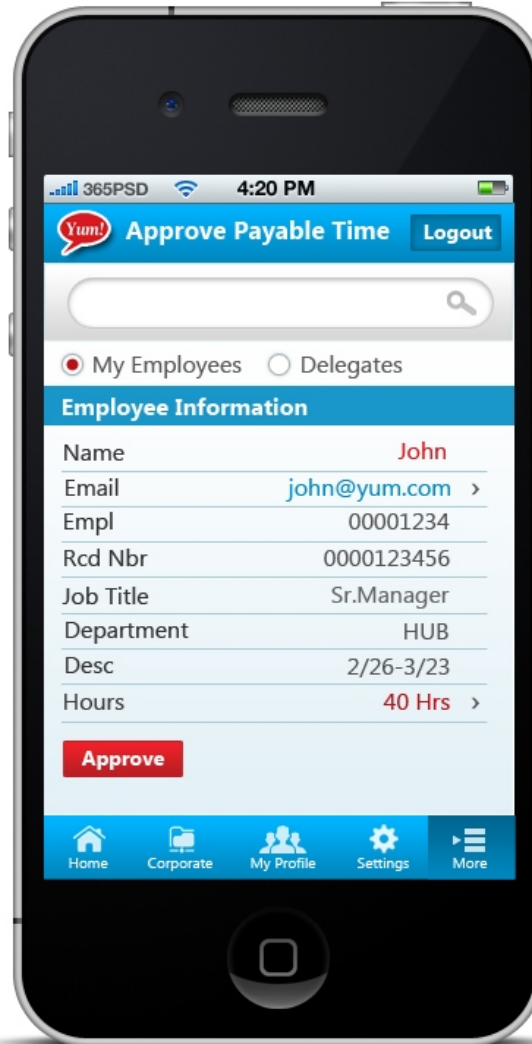
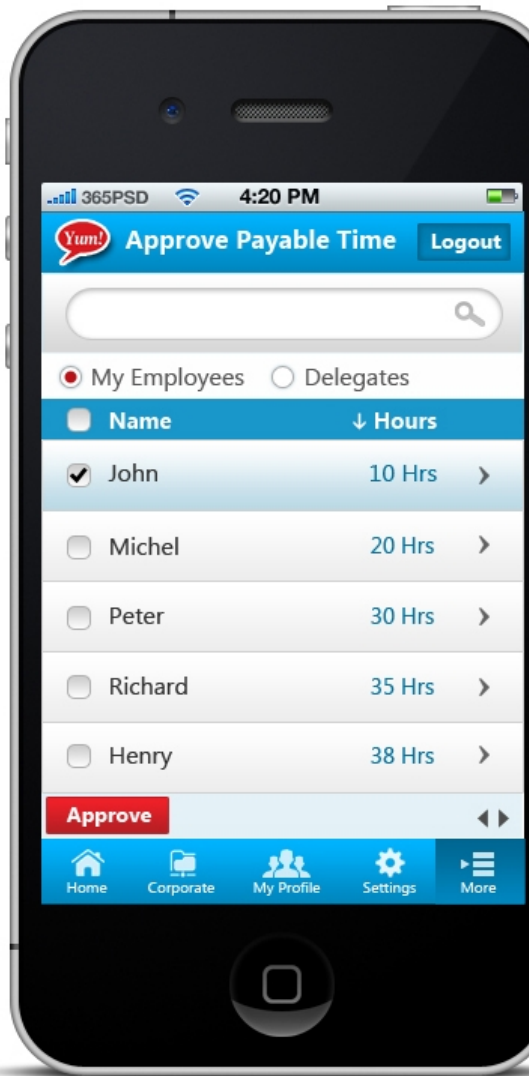
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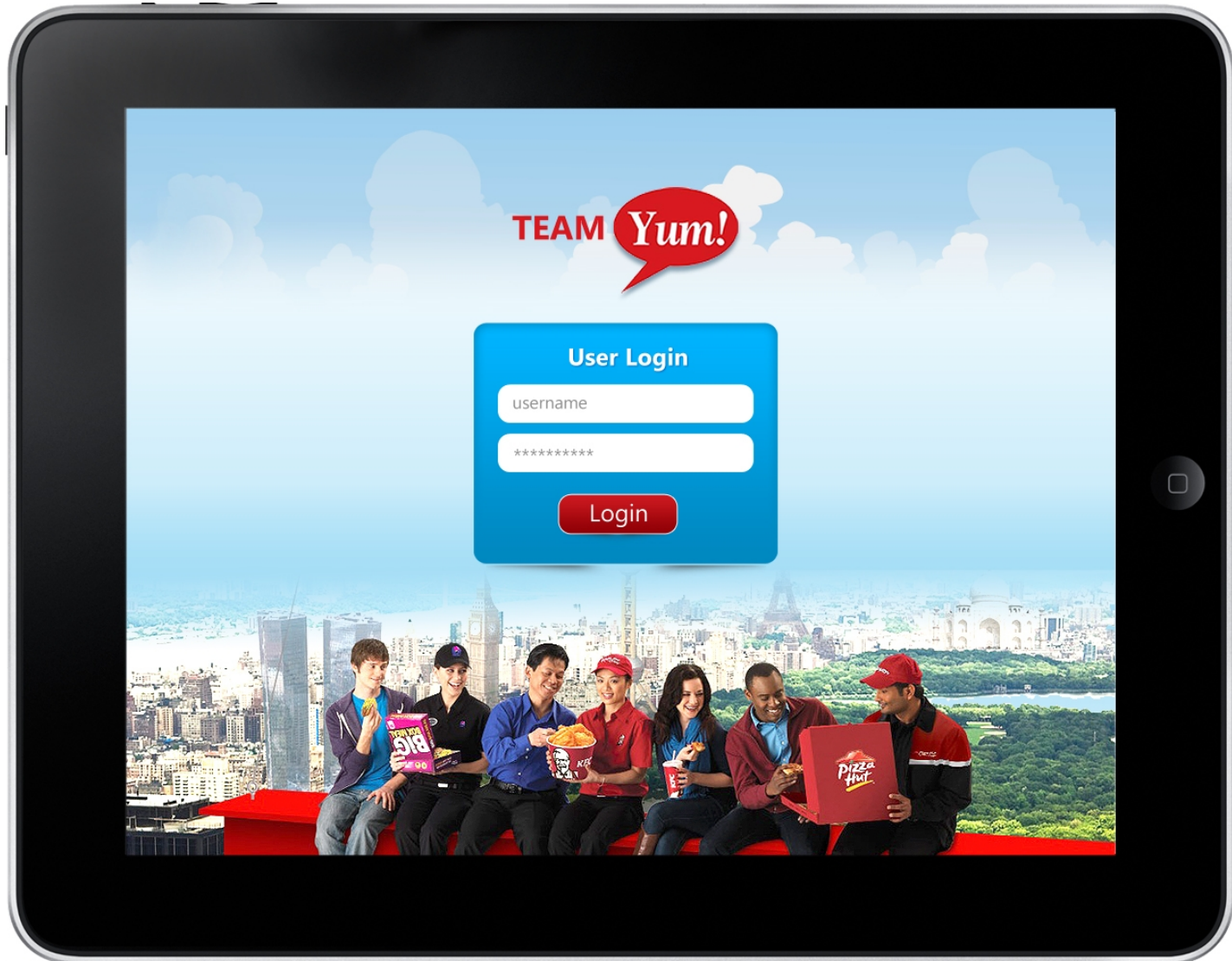
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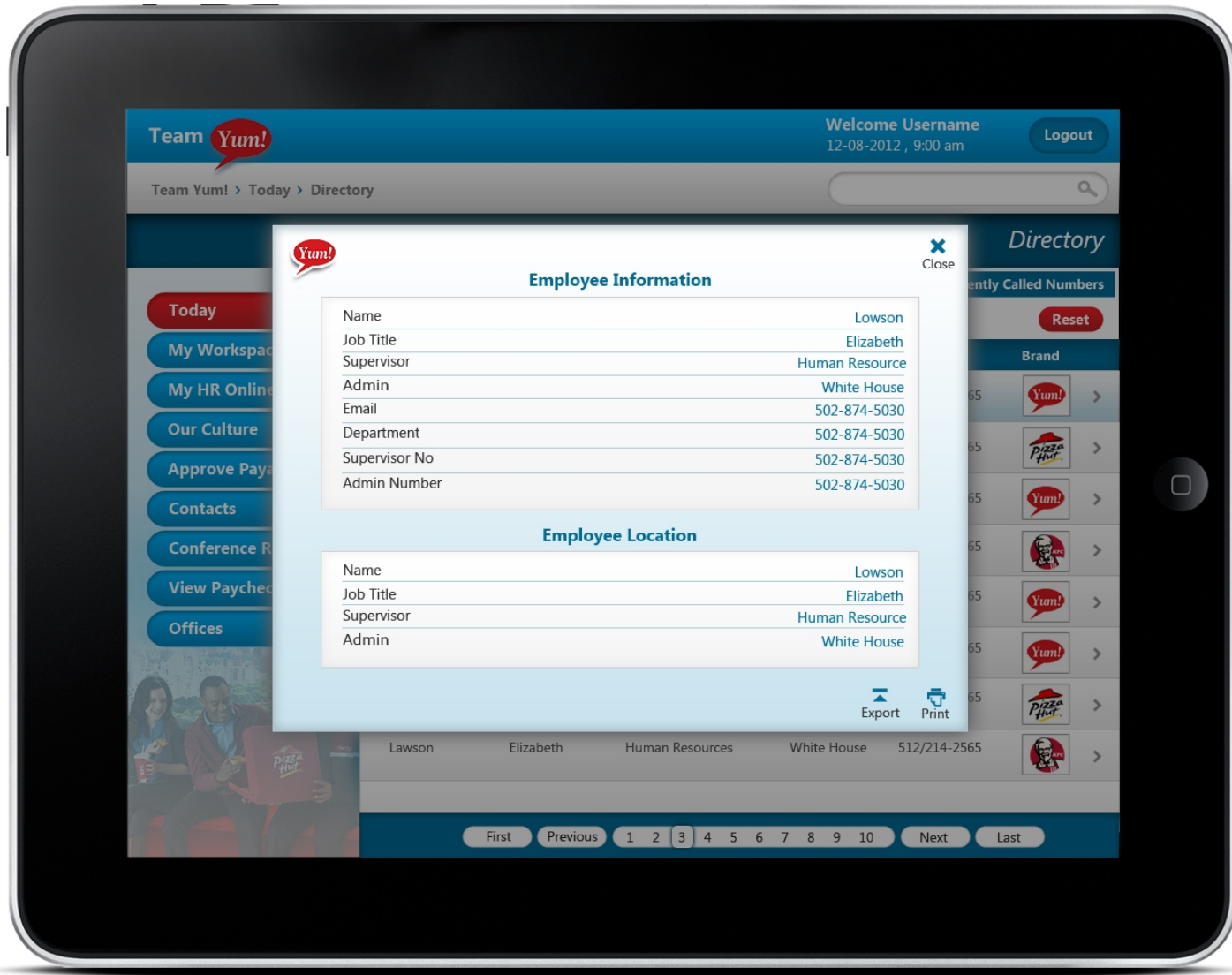
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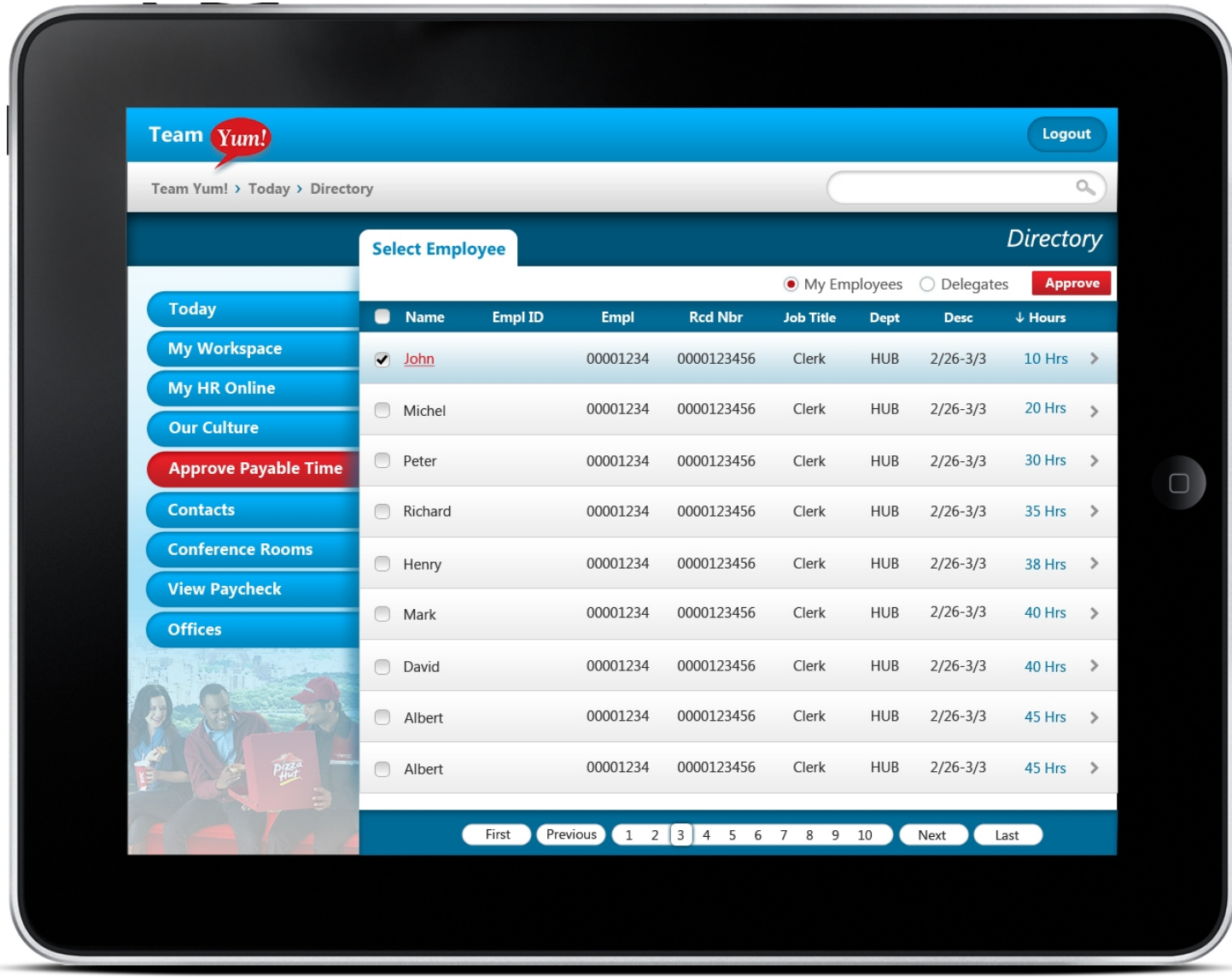
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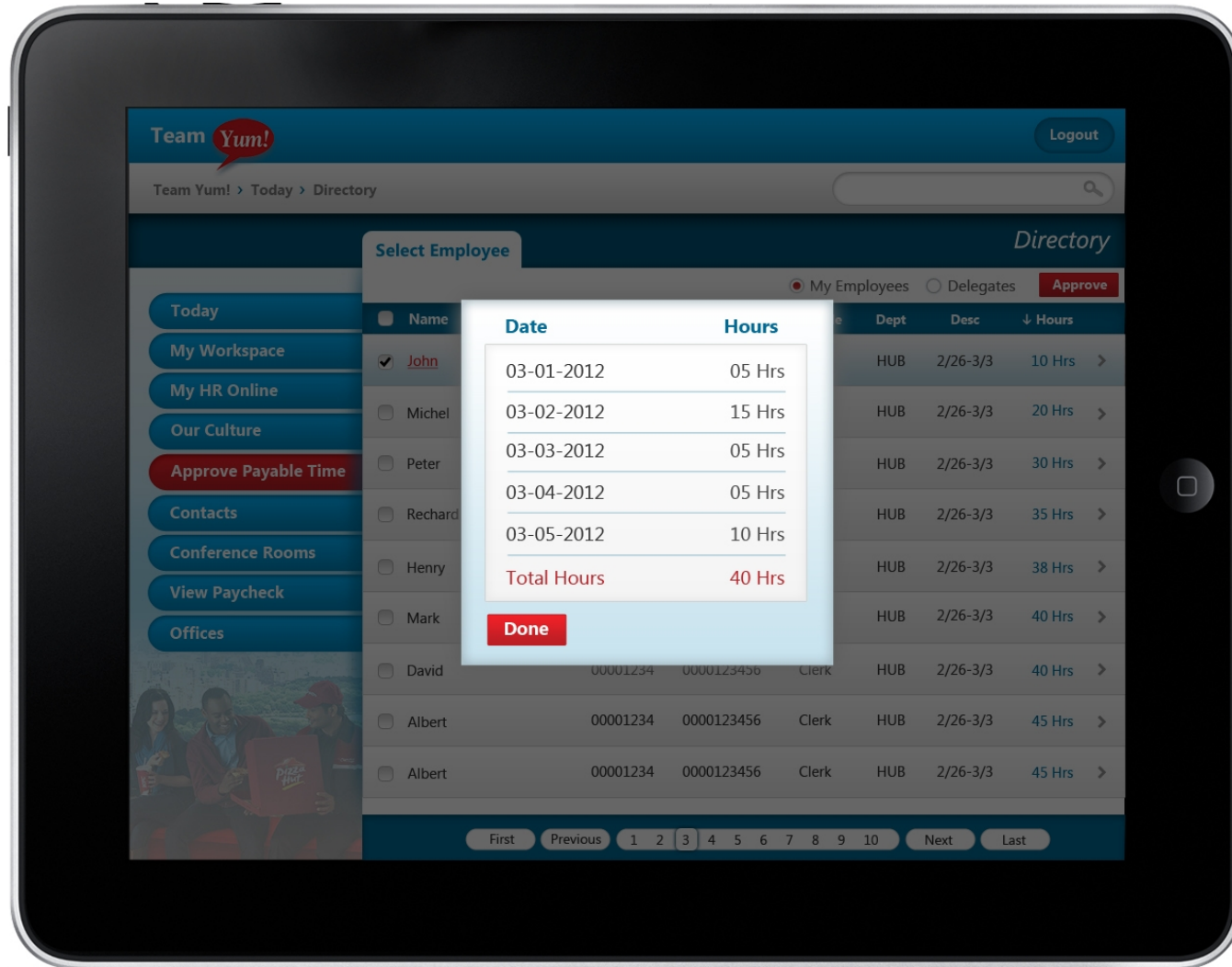
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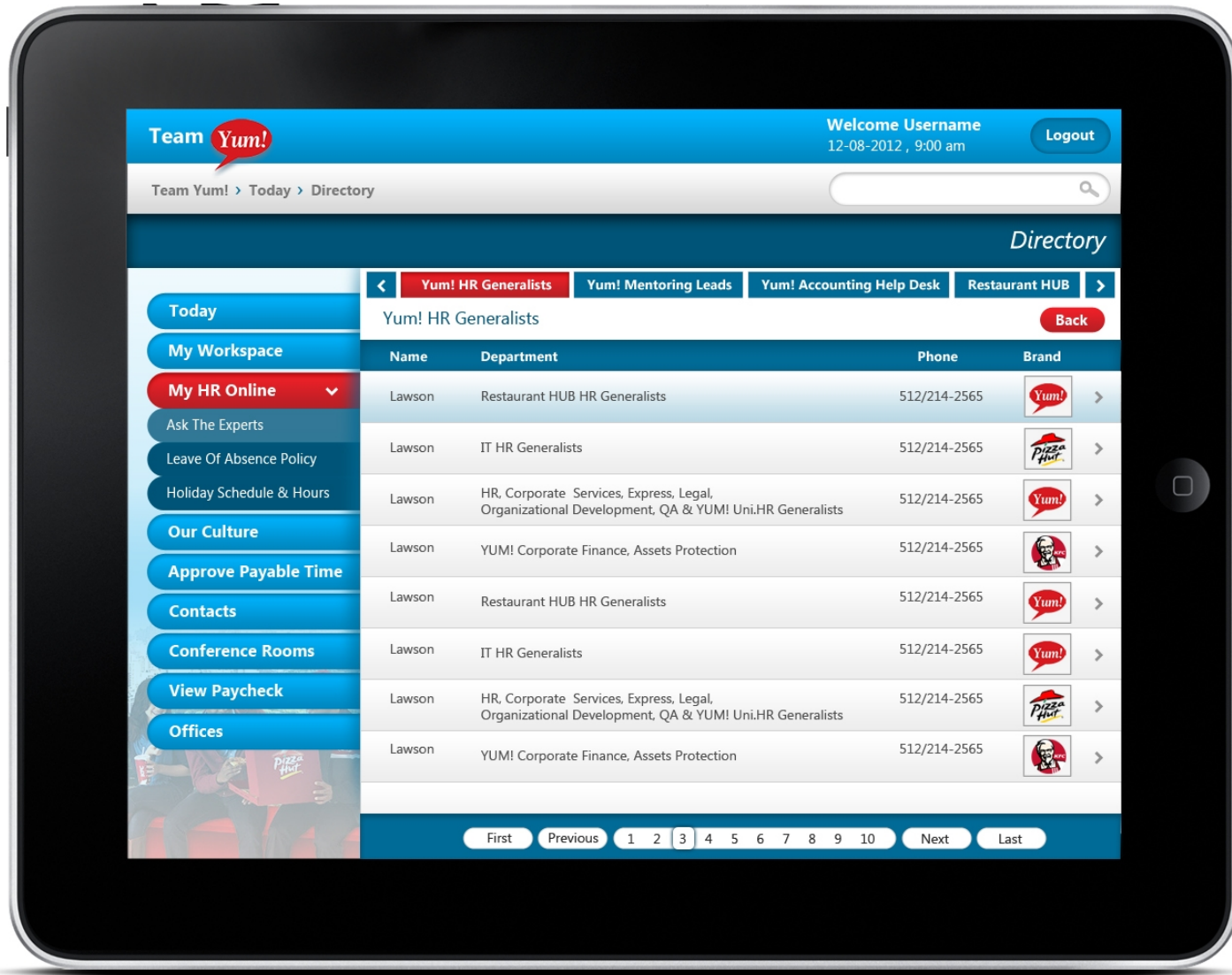
Enterprise app store at Yum!



Enterprise app store at Yum!



Enterprise app store at Yum!



Keeping costs and frustration levels low



- Successfully created centralized and effective **content** authoring, management, and deployment solution.
- Empowered HR teams, reducing IT demands, and increasing reusability from existing content investments
- Brings content to life for improved experiences in the company's intranet and other sites



Case study: Satisfying employees, partners and customers



Challenge

- Needed to achieve economies of scale by leveraging a **single set of tools** across intranets, extranets and Internet sites.
- Business users needed to update **enterprise content** that would flow automatically to web sites.

Solution

- Provides **secure and easy access** to enterprise information.
- Reflects **consistent identity and branding**.

Results

- Implemented **automated workflow approval** processes that route content to various sites.
- **Reduced time to value** and lowered support costs.



Customer Profile

- Largest wholesale club operator in the world.
- Operates more than 600 membership warehouse stores serving some 67 million cardholders worldwide.
- Offers discount prices on more than 4,000 products
- Also offers products and services such as car and home insurance.



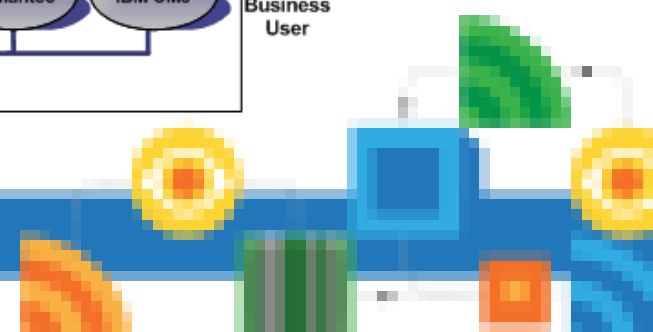
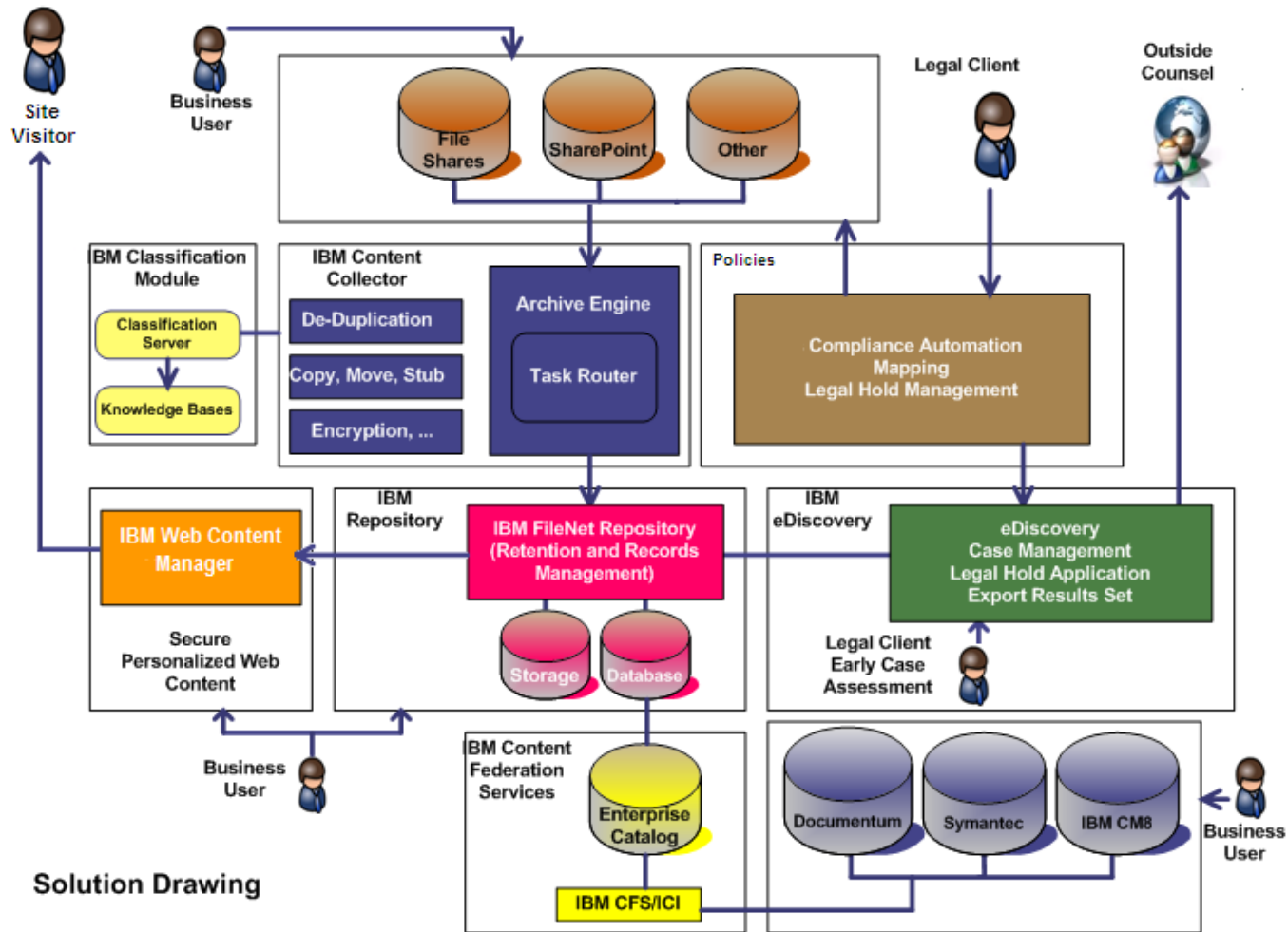
Keeping it simple: Adoption of CMS



- Challenge: The company standardized on a CMS and overcame complexity around access to content behind the firewall.
- Solution: Simplified access to the CMS so that content authoring is easy and can be accessed by anybody, anywhere, anytime and on any device.
- Also provides access to guided wizards.
- Result: Increased adoption rates for B2C, B2B and B2E sites.



Keeping it simple: Leveraging existing information



Case study: Deepening patient relationships



Challenge

- Needed to optimize resources and increase patient satisfaction.
- Needed to notify patients about delays via mobile devices.
- Needed to use white-labeled microsites and social sites to attract new audiences.

Solution

- Took pages from the airline industry playbook by booking more appointments than possible based on the expectation that some people will not show up and by delivering targeted, personalized promotions to patients.

Results

- Reduced no-shows, increased revenue and increased customer satisfaction.
- Increased elective procedures.
- Increased social interactions.



Customer Profile

A healthcare provider whose offices are in shopping malls needed to reduce costly appointment cancellations. They also wanted to increase patient satisfaction and up-sell and cross-sell elective procedures.



Keeping costs and frustration levels low: Microsites



- Challenge: The customer has a large number of microsites that are built and maintained by design agencies in addition to their main B2C site.

Solution:


- Provided a number of templates for the microsites to provide:
 - The highest degree of flexibility – a blank canvas where the design team can drop in the design
 - A number of utility templates that can be used by the business users over and over again



Turn content and e-commerce tension into harmony



Turn content and e-commerce tension into harmony

- 
1. Use a standards-based approach
 2. Provide templates for microsites
 3. Provide a simple user interface for authors and administrators
 4. Provide access by anyone, anywhere, anytime, on any device
 5. Consider publishing content independently of e-commerce



Summary

- Effectively creating, managing, and deploying content across many web properties and audiences is challenging - straining marketing and IT resources with increased time and labor needed for current and dynamic commerce, marketing, and customer self service websites.
- Companies are successfully creating centralized and effective content authoring, management, and deployment solutions - empowering marketing teams, reducing IT demands, and increasing reusability from existing content investments - specifically showing how this content comes to life for improved customer experiences in the company's commerce and other sites - with microsites and targeted customer experiences integrated to social capabilities.





Additional resources

- Customer Experience Suite
 - <http://www-01.ibm.com/software/info/customerexperience/>
- Smarter Commerce Solutions
 - http://www.ibm.com/smarterplanet/us/en/smarter_commerce/nextsteps/index.html



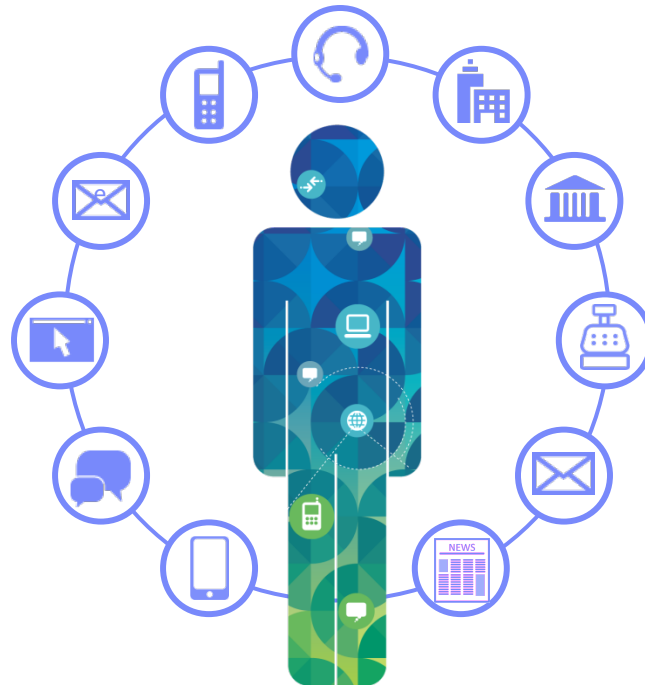


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- Complete the surveys for the sessions you attended
- Submit your feedback

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Questions?



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