RWS

Improve your customer support with 'one right answer'

In today's digital world, information needs to be findable, fast. And that information needs to be correct.

If your home page says one thing and your FAQs say another, you've lost your customers' trust.

If your staff can't retrieve the right information at the right time, they can't support your customers with confidence.

So how do you always provide customers and staff with that crucial 'one right answer'?

With structured content.

Unstructured content management	Structured content management

Creation

- Thousands of documents
- Various formats
- Stored in many different systems and folders
- Embedded formatting

- Clear content architecture
- In reusable chunks defined by topics
- Centralized database
- Enriched with descriptive metadata
- Separation of content and layout
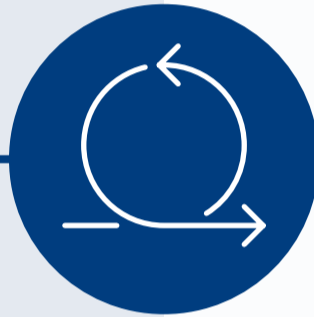
Reuse

- Multiple versions of documents in different systems
- Manual copy-pastes or search-dependent linking
- Manual updates to multiple documents creates inconsistency

- 'Single source of truth'
- Flexible assembly with reuse of any content chunks
- Changes to reused content automatically reflected throughout the system

Version

- Multiple versions in multiple formats across multiple systems
- Duplicated efforts when existing content can't be found
- Error-prone copy-pastes when existing documents are not editable

- Central content repository stores multiple versions
- Content metadata makes existing topics easy to find
- Automated version management
- Easy republishing of legacy documents

Review

- Multiple emails, attachments and copy-pastes increase likelihood of errors
- Comments in PDFs are separate from source files
- Spreadsheet project management

- Built-in workflow
- All edits and notes from all reviewers in one set of source files
- Content updated centrally
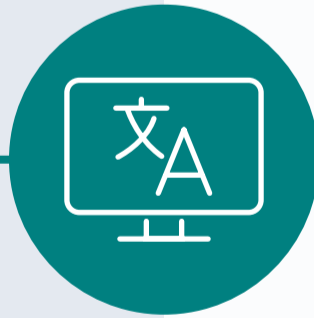
Translation

- High desktop publishing (DTP) costs
- Slow time to market
- Entire documents retranslated for the sake of a few changes
- Identifying only the changed content is costly

- Automated DTP
- Modular content enables translation of just the changed content
- Changes are translated once and then reflected throughout the system
- Version management for translated content

Delivery

- PDF, print and HTML
- New digital channels are expensive since formatting is embedded in content

- Multiple delivery channels
- Mobile apps, websites and traditional formats
- Device-aware formatting delivered to customer

Structure your content and support your customers with the 'one right answer'.

To learn more visit
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