TOWARD A UNIFIED CUSTOMER EXPERIENCE
ABOUT US

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How do you maintain and refresh a long-term, enterprise-level CX strategy when your world is constantly changing?
ENTERPRISE DITA AND CX

BENEFITS / ROI
- Consistent CX
- Standardized tools
- Reduced localization cost
- Content re-use leverage
- Flexibility (changing requirements)

CHALLENGE
- Leadership change
- Attrition & resource cuts
- Maintenance & support
- Acquisitions and mergers
- DITA isn’t for everything
- Other factors (budgets, politics, business goals)
BEFORE THE JOURNEY
CHALLENGES FACING EVERY INFORMATION DEV TEAM

- Info Dev silos & organizational complexity
- Consistency, quality, customer experience
- Information growth & refresh rate
- Resource constraints
- Value articulation
FIRST STEPS
EMC MOVES TOWARD A UNIFIED CX

- Develop information model and promote business plan for structured authoring.
- Build out infrastructure; develop standards and processes.
- Plan and execute migration of 12 info dev groups.
- Go live for info dev groups with PDF & web help.

Support environment; develop new features.
KEY WINS & CHALLENGES

• Wins!
  • Reuse @ 33%
  • Efficient L10N pipeline
  • User-base growth (expansion and contraction offshore too) including SMEs
  • Success in a sometimes unsettled environment
  • Modernized employee skill set

• Challenges!
  • Structured authoring and corporate standards
  • Conservative testing and release cycle to lessen risk to enterprise
  • Central support team evolving into community support model
    • Video training
    • Inside EMC
MID-CLIMB & LOOKING AHEAD

Old Aches
- Info Dev silos & org complexity
- Info growth; refresh rate
- Resource constraints
- Value articulation

Bumps along the way
- Too many output types
- Too many conflicting strategies
- Too many new feature requests
- Comprised capacity

New demands
- Need and executive demand for collaborative authoring
- Legacy strategies and style
- Limited re-use across products
- Demand for business analytics
- Competing CX strategies
2015: REFRESH, REGROUP, REFOCUS
EMC INFORMATION EXPERIENCE, EST 2015

VISION
• Content through community and collaboration

MISSION
• Deliver global, collaborative, open online content

IMPACT
• Join 200+ info dev professionals from 15 groups around common goals
IX REFRESH

“Journey of Learning”

- Shared our stories to understand different contexts
- Review of existing processes and priorities
- Establish a team identity and vision
- Identified common themes and challenges
IX REGROUP

NEW OUTLOOK

• Leaders seek fresh ideas & share/adopt best practices
• Ensure value across the enterprise
• Increase consistency to improve CX
• Drive common initiatives to improve CX

OLD HABITS

• Competed for resources
• Followed Engineering-prescribed agenda
• Failed to show the business value of changing CX
IX REFOCUS

Customer Information Experience
- User Research
- Content Strategy
- Standards & Processes

Community
- Collaboration
- Best Practices
- Communication
- Connection with Others

Writer Experience
- Authoring Tools
- Publishing Channel
- Lab
- Training

Talent
- Establishing Culture
- Building/Strengthening Teams
CX FOR INFO DEV: THE NEXT PHASE

Define a content strategy to drive:

• A unified customer information experience
• Alignment with the customer’s journey
• Successful collaboration and content development beyond tech pubs
• Standards for content development for all content contributors*
• Communicating with and learning from our customers
  – Usage metrics = business intelligence
  – Direct avenues of feedback

* Casual author=anyone who authors technical content but is outside a writing team. Can be internal or external.
THE CUSTOMER JOURNEY
DELIVERING VALUE & INCREASING LOYALTY

Leverage tools & information that allow the customers to size, scope, analyze the return on their potential Investment & do Proof of Concepts

Provide a seamless interface into the purchasing process, allowing the customer to drive

Empower the customer with proactive communications, a rich user community & access to tools & infrastructure

Enhance the install & configure process through personalized support, best practices & reference architectures

Deliver continuous info & services, enabling seamless interaction across EMC

Analytics to continuously gather insight & enrich the customer experience

Delivering maximum value & creating advocates for EMC

AWARENESS & CONSIDERATION
PURCHASE
INSTALL & CONFIGURE
USE & DEVELOP EXPERTISE
UPGRADE

VALUE
LOYALTY

PURCHASE
INSTALL & CONFIGURE
USE & DEVELOP EXPERTISE
UPGRADE

DELIVERING VALUE & INCREASING LOYALTY
CX ADVANCES & BEST PRACTICES

Open Content
- Phase 1: Search engines access all current content
- Phase 2: New model for Web publication
- NextGen: All content deploys to Web in a consistent way

Collaborative Authoring
- Implement tool chain
- Drive adoption in “jumps”—Tech writers & SMEs, then beyond
- Evaluate ROI
- Reality check: understand use cases, educate on tools, set proper expectations

Community & Social
- Aggregate content on InfoHubs hosted on Community Network
- Promote content on social channels (Twitter, LinkedIn, FB)
- Expand content creation to blogging
LATE 2015

New Business Transformation brings

- Multiple changes and new initiatives and focus areas
- Executive shifts
- Internal product cohesiveness & Solutions are growing
- Organizational overlap increasing
- Acquisition potential
BRIGHT SPOT IN THE WHIRLWIND

DIGITAL TRANSFORMATION INITIATIVE

- Governance
- Platform
- Customer Experience
- **Content Lifecycle Management**

- Develop a single, ENTERPRISE, content lifecycle model
- Include all content producing functions – training, IDD, support, global services, IT, engineering, marketing......
- In-depth analysis of tools, processes, metadata models, taxonomies, content ownership, interlocks, gaps
- Drive collaboration, reduce redundancy, improve customer experience
# KEY TAKE-AWAYS

## KEYS TO SUCCESS

### Adaptability & Perseverance

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<tr>
<th>Take a conservative approach to enterprise content management.</th>
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<td>- Ensures stability &amp; quality.</td>
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<td>- Keeps maintenance &amp; support under control.</td>
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<th>Use Community models for scalability &amp; a sense of ownership for all.</th>
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<th>See transitions as opportunities.</th>
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<td>- Re-evaluate your tools and processes.</td>
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<td>- Revise long-standing proposals.</td>
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<th>Well-managed content is a foundation for successful change.</th>
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<td>- Your house is in order.</td>
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<td>- Content can easily take a new shape.</td>
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<td>- Metadata enhances metrics.</td>
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LONG-TERM VISION
MOVE FROM PROVIDING INFO TO CUSTOMER TO GENERATING INFO ABOUT THEM

- **BI: Content is the cornerstone!**
  - We have valuable information customers need.
  - We can put it on the web and track customer usage.
  - We can link usage to content and content to structured metadata.

*Information developers can...generate the largest amount of knowledge about customers by understanding high-level and low-level content usage.*
Questions