

Apply modern content approaches to diverse technology contexts.

▶ SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations and applying them to SaaS and technology contexts.

▶ BENEFITS



Faster digital transformation



Reduced legal risk



Higher customer satisfaction

▶ SAMPLE PROJECTS + NEEDS

Whether you're trying to improve satisfaction, align customer experience across channels, or innovate with AI, content is critical.

- ▶ Implement AI + modern tech for your content operations
- ▶ Deliver the right content across the customer journey
- ▶ Establish conversation design principles
- ▶ Elevate technical documentation into customer success
- ▶ Set + implement content standards
- ▶ Test effectiveness of content with specific customer segments
- ▶ Optimize content for search engines + other emerging channels
- ▶ **Modernize approaches to customer communications**
- ▶ Improve content consistency with your brand + legal compliance
- ▶ **Define a content vision + strategy for a new product or offering**
- ▶ **Establish intelligence + reporting about content impact**

▶ SAMPLE CLIENTS



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"DELL HAS A PRACTICAL, NO-NONSENSE APPROACH TO HELPING CUSTOMERS DO MORE. WE WANT OUR CONTENT TO BE RELEVANT FOR THE DECISIONS OUR CUSTOMERS ARE MAKING."

Diane Bunton, Dell



CONTENT SCIENCE
Insight • Idea • Implementation • Impact