

THE PRACTICAL APPLICATION OF KNOWLEDGE, ESPECIALLY IN A PARTICULAR AREA

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







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

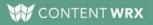
SAMPLE **CLIENTS**











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

