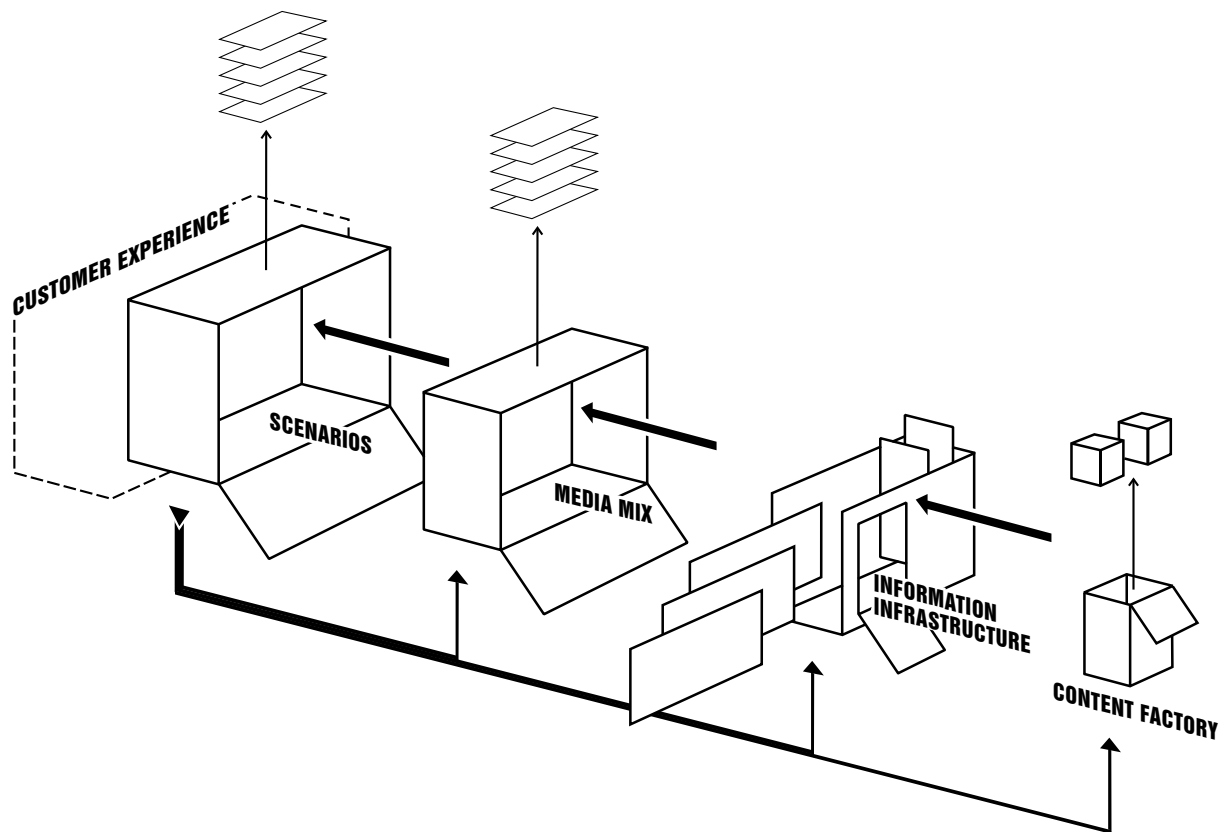


The quality of the customer experience is increasingly becoming the decisive factor in how an organization earns the loyalty of its customers.

Today's customers, empowered by technologies such as web-enabled interaction and mobile telephones, become more knowledgeable about the business domain and expect faster service. But the same media that produce more demanding customers can also be harnessed to meet and exceed their expectations.

Delivering a uniform, high-quality service to customers requires investing in a customer-care infrastructure that can make correct and relevant information available in a timely fashion to the organization's customers or service staff. A well-designed content delivery system encompasses a smooth process for information collection, authoring, storing, and delivery, supported by the appropriate information infrastructure.

This introductory brochure outlines how *Namahn* has combined recent insights and developments into an integrated approach to content management : Content Factories for Customer Experience (CForce).



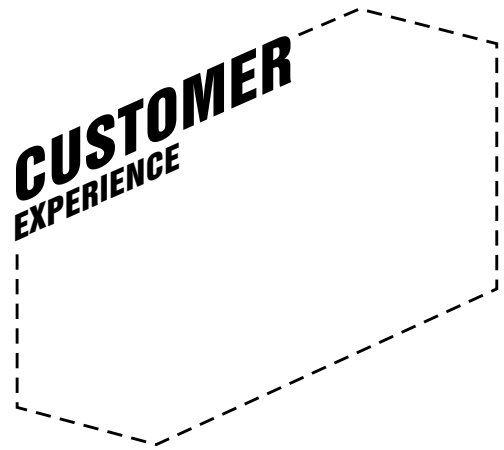
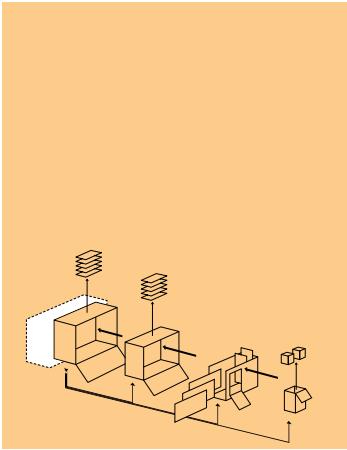
Content Factories for Customer Experience (CFforce):

Namahn's Vision of Delivering Compelling Content to Demanding Customers

Content Factories for Customer Experience (CFforce) is a vision that integrates the concerns of professionals in marketing, design, information technology, and technical communication as they struggle in trying to predict and prepare for customer's requirements.

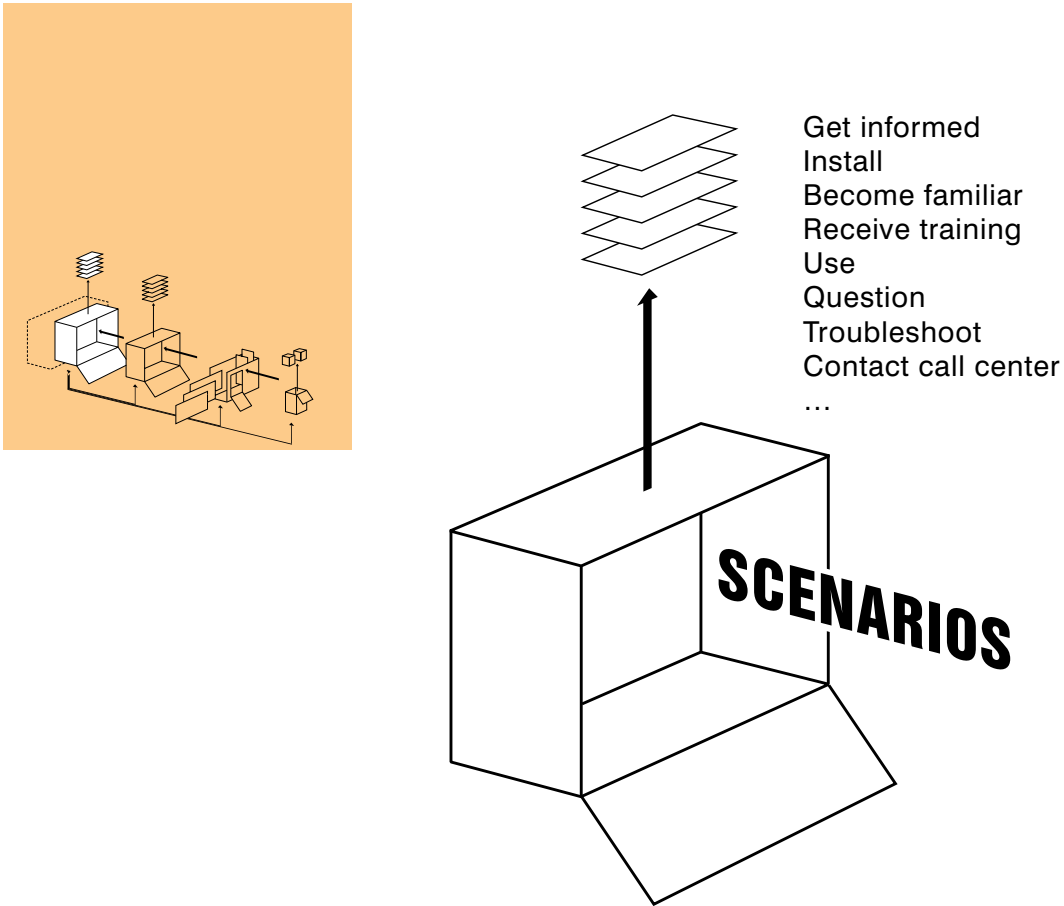
It starts with the assumption that tracking the lifecycle of the customer relationship is critical. Indeed, customers' needs change over time. The company that earns customers' total loyalty is the one that takes the responsibility of owning their total experience over time. Customers want their experience of doing business with you to be well-conceived and predictable but they also want to be in control. They want to be able to adapt their own experience with you to fit their individual circumstances.

And because the Customer Experience doesn't happen just once, we make it an integral part of a content management process which is continually refined and developed by feedback.



'Customer experience' is the broad term covering all aspects relating to individuals' perception of how well an organization delivers a product or service. While the customer's experience is purely subjective, it's what shapes an organization's reputation.

Customer experience denotes the ongoing relationship and interactions between an organization and its customers. And their satisfaction directly depends on how well these interactions are handled.

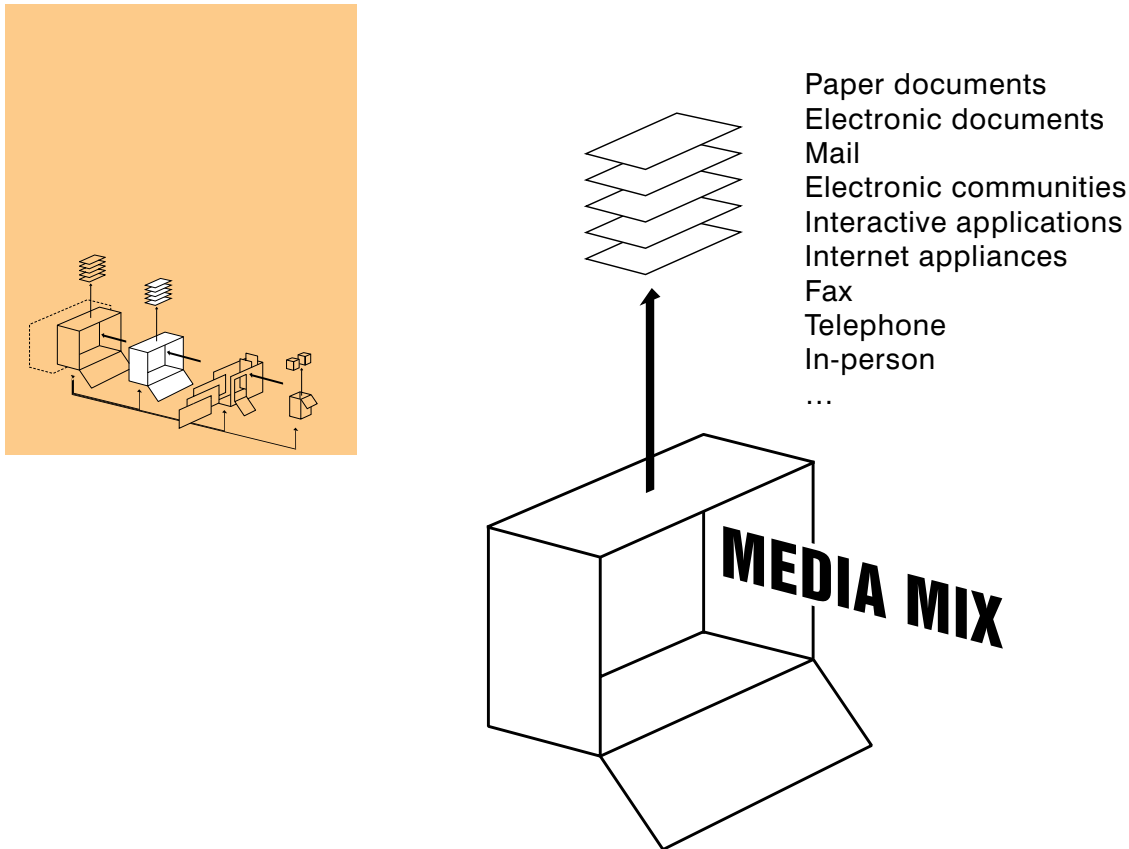


Each encounter between a customer and an organization can be considered as a scenario. On the one hand there is the customer with his perceived need, and on the other, the organization serving it. Typical interactions concerning a product or service include requesting price information or technical details; ordering or canceling an order; and questioning an invoice.

These interactions take place at certain times within the life cycle of the customer experience. Subsequent steps in this life cycle presume that at least the serving organization recalls the preceding steps. Clearly, organizations best equipped to have the right information available at the right place and time will be best able to shape the customer experience.

In the design phase *Namahn* helps its clients envisage ideal future scenarios or customer encounters. We then write up these scenarios which become a vision easily shared between all concerned parties—management, marketing, design, information technology, technical communication and also lead customers.

In the production phase we can observe real scenarios taking place . The conclusions we draw about them serve as feedback for the Media Mix, the Information Infrastructure and the Content Factory, so that they remain customer-driven.

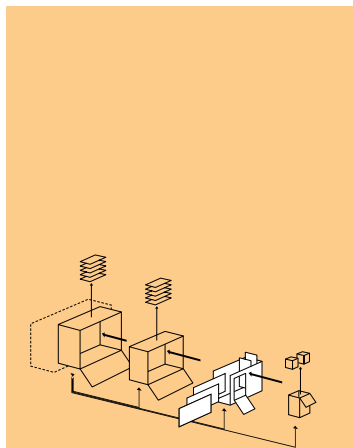


The media mix encompasses the different ways an organization can communicate with a customer during the scenarios. Customers come into contact with many different media when they interact with a product supplier or a service provider. These media can range from a paper-based commercial brochure or price list to a telephone conversation to a web application.

While each medium can serve many purposes and each purpose can be served by many media, choosing carefully for each purpose or scenario is the first critical step towards a satisfactory customer experience. The organization needs to consider how it uses the chosen medium, concretely defining the image it wants to convey to its audience. The successful organization communicates with its customers consistently across the different media through the appropriate graphical and style elements, tone, language, and business values.

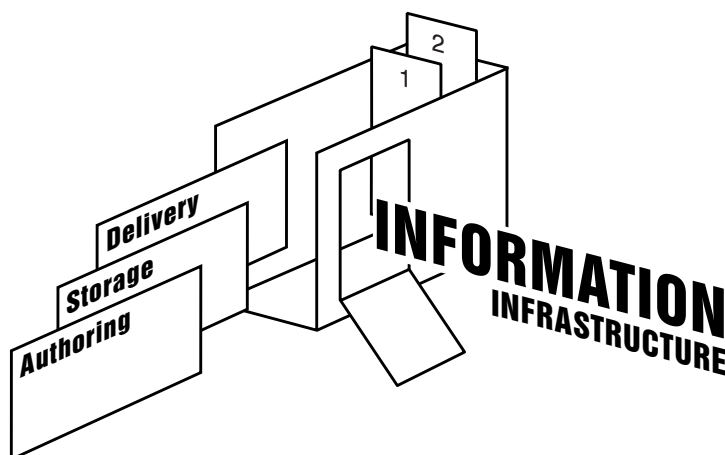
To determine the most appropriate media mix and to design the media, *Namahn* runs workshops, creates mock-ups, articulates the design rationale, and creates detailed specifications. We conduct workshops with the aim of coming up with many different conceptual ideas. Following the workshops, we produce simulations of these conceptual ideas, or mock-ups to illustrate sequence and navigation. In the design rationale *Namahn* articulates the reasoning processes behind the choice of media and the design of the individual medium. Finally, *Namahn* creates detailed specifications of the conceptual ideas that were validated through usability tests. This is the final deliverable of the interaction design that can be further detailed into a technical design.

As the customers' needs change, and as the organisation identifies new ways to interact with the customers, so new media are added to the media mix.



①
STANDARDS
XML, XLink, XSL, ...

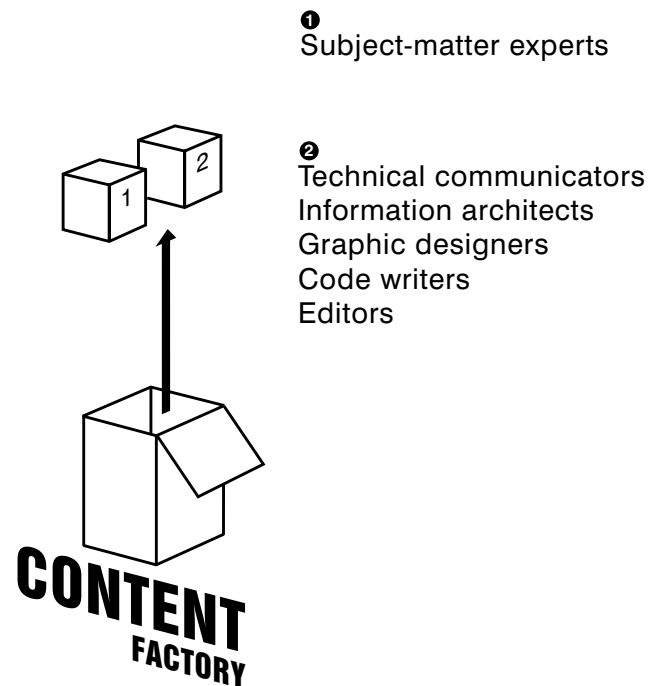
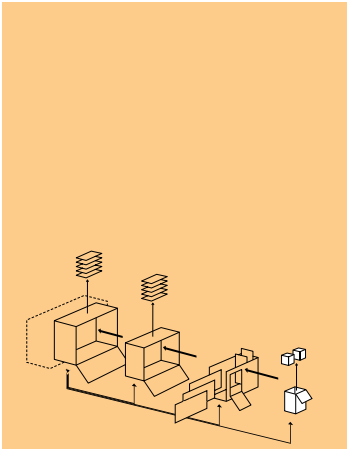
②
CONTENT MANAGEMENT
Re-use
Versioning and staging
Collaboration and workflow
Feedback systems and techniques



The information infrastructure, that is, the hardware and software tools used to produce the media, is the realm of the software engineer and the system architect. *Namahn's* role is to follow the lead of our client's decisions, acting as a consultant about new components that must be put in place. We look at this broad area from three perspectives: the way information is delivered, stored, and authored.

Delivery tools are tightly linked with the chosen medium. A wide range is available today to provide many different types of users access to critical information, from a PostScript printer, photocopy machine, and binding equipment for paper documentation to web servers, the Internet and web browsers for web applications. For **storage**, a distinction is made between structured information, such as the records in a relational database, and unstructured information, such as text in a word processing document. A whole range of representation techniques and processing tools now renders information in ways that cover the full range between these two extremes. **Authoring** tools are tools used by people in a Content Factory to generate ideas, create content, collaborate in a team, track versions, and stage the deployment of content. They include word processors, multimedia production tools, workflow packages, XML editors, and conversion tools.

Furthermore, there are two important trends to consider: open standards and knowledge management. **Standards**, such as those promoted by the W3C standards committee, are becoming leaner and cheaper to deploy. XML is a primary example. It is fast becoming the binding element between the various content authoring, storage and delivery tools, as vendors introduce XML support into their new product releases. **Content management** includes re-use, versioning and staging, collaboration and workflow, and feedback systems and techniques.



The content factory consists of the people in the teams that deploy the appropriate methods and techniques to produce content that is communicative and easy to deploy and reuse. It allows the organization to converse correctly with its customers as required by the different scenarios of use. The scripts used by the call center staff member, the screen sequence of the online application, or the navigation through the customer support web site must be designed in accordance with the logical flow of the corresponding scenario.

Namahn's content management vision CFforce relies on the smooth interaction between the production team members:

- the subject matter experts on the Client side
- our information architects who define the information structures best suited for the user's rapid comprehension
- our technical communicators who populate the information structures with the information from the subject matter experts

XML: a brief introduction

The method used to transform unstructured information involves the use of eXtensible Markup Language, or XML, a W3C standard. XML is a leaner version of the robust ISO-8879 standard SGML, which has been tried and tested for over a decade.

XML is a meta-language for designing industry-specific or organization-specific tagging languages. Element types and attributes are the labels which specify how the tagged information or knowledge object is to be treated by an application. They also identify the knowledge object so it can be searched for by an application.

Within the syntax of XML, organization-specific element types and attributes can be defined, so that the knowledge objects make content which meets the Client's specific requirements.

Keeping the distinction between the content itself and its structure and form offers the best of both worlds. Knowledge objects have the expressiveness and power of text with the malleability of data. Some of the advantages include:

1. A single source of information, because "the medium is not the message." With content tagged for meaning and use, a single source document can be written once, then delivered through a variety of media; anything from a computer monitor, to a cellular phone display, to a voice on a device for the vision-impaired. It will work on any communications device that might be developed. Content can thus outlive the particular authoring and delivery technologies available when it was produced. And content in various media becomes better coordinated, because of its single source.
2. Collaborative authoring and easier version management. The subject matter experts, information architects and technical communicators work together more effectively, as each group can handle the content in their own way, with their own tools, at the source. And nothing is "lost in translation" from one application to another.
3. An industry standard. Developments by major companies such as IBM, Microsoft, Oracle and SAP, to name but a few, testify to the broad base of industry support for the use of XML in information management .
4. Personalised content for a one-to-one customer experience. With the content separated from form, one can generate the delivery media on demand and tailored to the user's profile. Information is up-to-date and meets the needs and preferences of the user. The customer gets the individual attention they deserve.