5 Reasons You Need an Omnichannel Customer Content Platform (CCP)

To deliver engaging marketing and grow your customer accounts, you need great content. You also need to deliver that content on time and on target to your customers and prospects wherever they connect with your brand.

Traditionally, companies have considered their marketing content, help, training, and technical documentation as separate endeavors, under the purview of different departments, and delivered in different channels. However, today enlightened brands understand that the customer journey is continuous, and the same voice, messaging, and experience needs to be delivered consistently from first touch marketing to high touch account management.

You also need to deliver content contextually on every site, channel, and customer venue regardless of the type or format of the content or how it's stored. The future of brand content and communications is unified, and new strategies, tools, and processes are required to deliver.

The answer lies largely in your strategy for content management and the evolution of the traditional CCMS (Component Content Management System) from a legacy documentation-only repository to a modern customer experience platform that can manage the entire content life cycle.

A Brief History of Customer Content

Customer content is information aimed at helping people succeed at using complex products and services. Because the content itself can often be complex, or "technical," it often requires specialized tools to produce and manage. Traditionally much of this content was developed using a component content management system (CCMS).

A CCMS creates content as a series of reusable blocks or components instead of managing a whole document. Traditional CCMS solutions were designed to allow content engineers or technical communicators to prepare and publish complex documentation for print manuals and CD-ROMs. They are complicated to use and require a deep understanding of XML formats.

A lot has changed since the early days of CCMS solutions. More people are creating and peer-reviewing technical documentation. Documentation has become critical to customer success and marketing. The universe of customer content has expanded beyond documentation, to include a plethora of content types and applications, from customer success marketing and product literature, to training assets, to video and rich media, and much more. You need a way to deliver all this content to multiple customer channels, most of which are digital.

You need a platform that can manage virtually and content type, support intelligent content design and reuse, and workflow content from development to peer-review to publishing and discovery. You need an Omnichannel Customer Content Platform.

Marketing Mandate for Customer Experience

Time changes everything. Customers have changed their approach to buying. The internet has given them the freedom to do their own product research, and their expectations of brands to provide that information whenever and wherever they want it has grown. And they don't want things to be complicated.

" B2B buyers today want a digital-first buying experience that facilitates a frictionless purchase path"

Phil Harrell, VP, Group Director, Forrester Research [source]

Marketers are increasingly responsible for more than bringing leads in the door. They play a more significant role in the entire customer lifecycle, from acquisition through to retention, growth, and loyalty. And they are struggling.

A 2020 report from the Content Marketing Institute found that less than 44% of enterprise marketers believe their company provides an optimal experience across the engagement journey.

In the Salesforce State of the Connected Customer, only 54% of customers said they feel that sales, service, and marketing share information.

Marketing has a new mandate for customer experience. Current and prospective customers need access to information to be successful, whether that success is growth and enablement or supporting new purchase evaluations and technical due diligence.

This new marketing mandate requires a new content mandate. One that pulls together all types of content across the organization, both marketing content and product-based documentation, and delivers impactful experiences across the entire customer lifecycle.

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An omnichannel customer content platform (CCP) can help.

Traditional CCMS do not fit the new marketing mandate for customer experience. They lack content delivery and experience capabilities, user personalization and typically only support a single type of content. But times are changing. A new category of content management systems designed to meet the demands of modern customer experience has emerged: the omnichannel CCP.

An omnichannel CCP:

- Is purpose-built to help your company unify all your content regardless of type or format: marketing content, product and technical content, or support content.
- Delivers your content to all the places it's needed, such as your website, documentation portal, customer support portal, in-app help, mobile apps, and more.
- Provides an end-to-end platform to manage the entire content lifecycle: content development, repository, management, peer review and collaboration, translation workflows and orchestration, and multi-site content delivery.
- Is built on modern cloud-based infrastructure and can integrate seamlessly with your ecosystem of applications using connectors and APIs.
- Supports omnichannel content delivery (dynamic pages and experiences, programmatic API-based content integration, and static publishing options).

Who Needs an Omnichannel CCP?

With an omnichannel CCP, everyone wins.

The Technical Writer

As a technical writer, you create and manage technical content for products. Therefore, you need content structure and a place to collaborate to help you deliver content to new channels without continually creating new content.

The Marketer

As a marketer, you use technical content throughout your programs and campaigns. You understand that education is the new conversion and that supporting the needs of existing customers is critical to lower churn and increased loyalty.

The Product Owner / Manager

Product owners and managers understand the value of technical content to support customers. You want to drive content discovery on all channels with the help of faster content pipeline workflows.

The Product Marketer

As a product marketer, your job is to ensure customers have the information they need to use products successfully. You know that happy customers are educated customers, which means content should be consistent, timely, relevant, and self-service only a click away.

The Content Strategist

The content strategist is responsible for ensuring content is available and reusable across the organization. You know that smarter content means better content structure and reuse and that following best practices for reuse and personalization means people can stop recreating content and start maximizing content reach.

The Content Translator

As the content translator, you ensure all content is translated and available for use. You need a single hub to access content strings and documents, along with automated translation workflows that allow you to scale to n-languages while maintaining quality and lowering costs. stop recreating content and start maximizing content reach.

5 Reasons You Need an Omnichannel CCP

There are many reasons you need an omnichannel CCP to help you bridge marketing and technical content for improved customer experiences. Let's examine five key ones:

You Need to…

## 1 Deliver a Contextual Customer Experience on Every Site and Channel

One of the biggest challenges with traditional CCMS is that they don't support digital experiences. Some can generate static HTML pages of your technical content, but none provide the ability to deliver technical content on digital channels dynamically.

The new customer content platform not only crafts and manages content – but intelligently delivers it. With an Omnichannel CCP, you can deploy content across multiple sites and optimize content in the last mile to make it more contextual and relevant.

Tip: Look for Hybrid Deployment

An Omnichannel CCP uses a flexible or "hybrid" content delivery approach encompassing dynamic publishing and page rendering, headless API-based programmatic content delivery, and traditional static publishing for online and offline consumption.

An Omnichannel CCP supports your entire customer experience ecosystem:
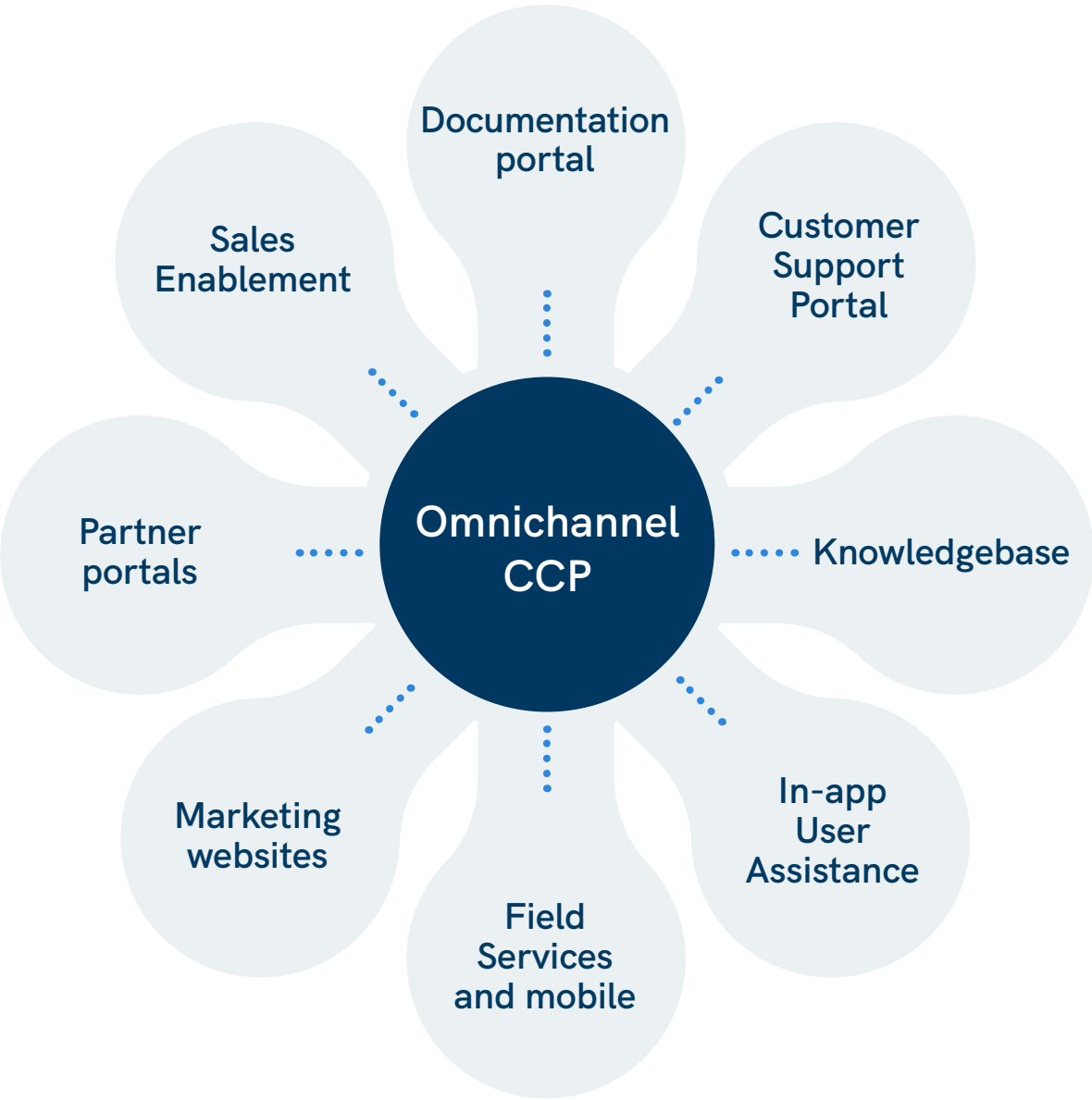
2 One Content Hub: Marketing + Any Technical Content

Customer success and experience content come in many forms. It is:

- Knowledge, documentation, and user assistance to help customers successfully use your products and solutions.

- On-demand training and development resources.

- Content marketing and thought leadership whitepapers, blogs, videos, success stories, and articles.

- Website content related to products and services.

A CCMS only supports the creation of technical content. You wouldn't use it to create your marketing content because it doesn't support the content formats marketers use and the authoring interface is highly technical – it's not designed for marketers.

Getting technical content into customers' hands is not simple when that content exists in different formats (XML, DITA, HTML, PDF, Word) and is housed in different repositories across the company, including a traditional CCMS. With no unifying content model, it's next to impossible to provide it to customer channels in an accurate, consistent way.

> **"** 77% of B2B organizations have significant content waste issues, with findability accounting for 40% of the problem." [source]

With an omnichannel CCP, you can bring together all this disparate content in a unified repository – or content hub - where it is structured, retains its intelligence, and is mapped to a centralized taxonomy and governance process.

One hub for all customer marketing, technical, and support content ensures all content is available to customers in every channel.

3 Collaborate in Realtime to Create the Best Content Experiences

Teams need to work together to create and review content and customer experiences. Yet with a CCMS you don't have the ability for the entire team to collaborate on all your content in a single location. And that means you can't see what your customer experiences look like until the content is delivered to the customer channel.

An omnichannel CCP provides the collaboration tools teams need to produce content that's accurate, consistent, and customer approved:

- Collaborative review for commenting, track changes, and approval.
- Customized workflows to enforce processes and automate tasks and steps.
- Content preview so reviewers can see content within the customer context, channel, and device where it will be delivered.
- Content governance to manage users, groups, permissions, entitlements, and a consistent content lifecycle.

4 Create New Content Without Code

Marketing and technical writers want to write, not code. They don't want the overhead of coding presentation-layer mark-up, complex XML structures, or other code. But that's exactly what they have to do with a CCMS.

An omnichannel CCP provides an authoring environment that supports all types of authors:

- Author content using a WYSIWYG editor or a forms-based editor, and still have your content structured for reuse.
- For those who prefer a more technical authoring environment, create content in XML using an XML editor.

A modern CCP also has built-in templating and layout tools, so content can be rendered in the view and format that fits the target site or channel without writers having to code front-end mark-up.

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XML

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Deliver Content to a Global Market

An omnichannel CCP is the single source of truth for all your content. Use it to manage and deliver content to a global market. Because the CCP provides an end-to-end repository for content development plus delivery, it's the ideal platform for managing content localization and deployment.

Using translation workflows, dashboards, and integrated services, you can:

- Easily package content for translation.
- Streamline content output and import to translation providers, tracking all changes.
- Intelligently deliver content sets to different countries, regions, and locales.

Conclusion

The decision to buy new technology is driven by the requirements of the day. But those requirements will change and grow over time, and you need a flexible platform to adapt and change with you.

A omnichannel CCP should be built on open standards and designed to manage any content type or format. As your content strategy and technology continue to evolve, your underlying CMS will adapt in-step, supporting your roadmap and future state completely.

A CCP is not a system you buy every year or even every decade. It's a foundational technology that needs to support your requirements today and in the future. You won't get that with a traditional CCMS, but you will with an omnichannel CCP.

ABOUT INGENIUX

Ingeniux provides customer content management software for organizations looking for a way to unify their product documentation and marketing content and deliver it contextually to every channel and platform. The CCP enables content reuse, true omnichannel content delivery, and insightful content discovery.

To learn more, visit us at www.ingeniux.com

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