

ADOPTING INTELLIGENT CUSTOMER EXPERIENCES

RESOURCE GUIDE



Adopting Intelligent Customer Experiences



Welcome to our curated guide to Intelligent Customer Experiences (ICX).

We'll explore ICX's impact and see how to leverage its potential for your organization. This topic touches many practices and we'll see how data, knowledge, and content converge to transform customer engagement.

Our mission at [A] is to help organizations become smarter. To this end, [A] designs and orchestrates intelligent organizational frameworks and content models. Together, these unify the people, processes, and technology for personalized, omnichannel, real-time Intelligent Customer Experiences.

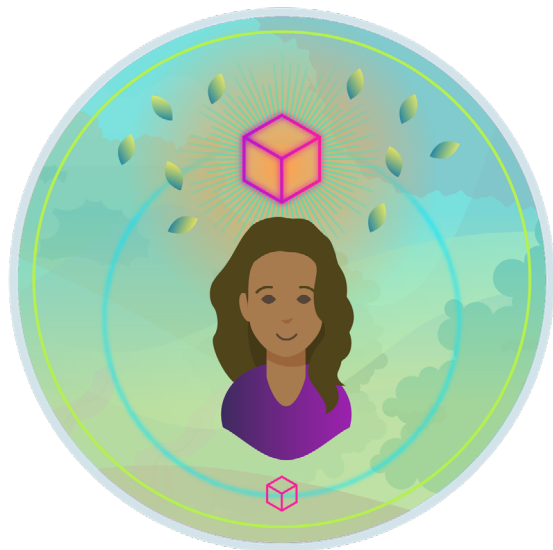


Table of contents

What are Intelligent Customer Experiences?

Why are organizations embracing this transformative approach?	04
Defining Intelligent Customer Experiences	05
Key resources on Intelligent Customer Experiences	06

Knowledge Management & Enterprise Data - Maximizing your assets

Creating Content-as-a-Service	08
6 Steps for Improving Knowledge Management	09
Key Resources on Knowledge Management	10

Models for Content & Semantics - The Foundation for Intelligent Content

The Core Content Model	11
The Core Semantic Model	12
Key Resources on Modeling	12

Implementing the Models - A Smarter Organizational Content Framework

An Overview of the Content Services Organization	14
Additional Resources on the Content Services Organization	16

Continued Learning: Exploring the Practice of Content Operations



What are Intelligent Customer Experiences?

Organizations are transforming their values and structures towards a Customer-Centered mindset.

Teams are also adopting new technologies to optimize Customer Experiences in a fiercely competitive world where earning and maintaining customer loyalty is a must.

Many organizations are still struggling to find a path towards what [A] calls Intelligent Customer Experiences, which are personalized, contextual, real-time, omnichannel and driven by Intelligent Content and Technology.

Why are organizations embracing this transformative approach?

Organizations are increasingly recognizing the potential of Intelligent Customer Experiences (ICX) to achieve business goals. By elevating engagement levels, driving conversions, fostering customer loyalty, and improving various key performance indicators (KPIs), ICX is becoming a strategic imperative for organizations. According to the [Content Marketing report by Neal Schaffer](#) **52% of organizations** are actively working towards using content to build customer loyalty.

Forward-thinking organizations are treating content as a long-term investment, and they're orchestrating ongoing operations across all facets of

content publishing. They recognize that content is not just a one-time creation but an evolving and dynamic force. As organizations look ahead, they are setting ambitious content goals. These objectives encompass transforming publishing workflows, integrating connected systems, and embracing methodologies that enable the real-time assembly of personalized customer experiences.

However, one of the primary challenges faced by content teams is garnering executive support for content intelligence solutions. Obtaining buy-in from leadership is crucial to realizing the full potential of content-driven strategies, as Intelligent Customer Experiences become increasingly pivotal. Information gathering, customer profiling, and content engineering are the linchpins of creating content that deeply resonates with your audience on a personal level.

By forging a genuine connection with customers, organizations can establish industry expertise, inspire trust, and wield authority through personalized, relevant content that seamlessly serves audiences across multiple platforms. In a world where customers expect tailored experiences, a one-size-fits-all approach no longer suffices. Content provides a unique opportunity to go beyond transactional interactions and lay the foundation for enduring and meaningful customer relationships.

If you're interested in the potential impact of Intelligent Customer Experiences (ICX) on organizations, explore further. Our articles, "[Content is Still King: Why Your Business Needs It](#)" and "[Forecasting The Future of Content](#)," provide valuable statistics, insights, and context for a better understanding.



Defining Intelligent Customer Experiences

Intelligent Customer Experience (ICX) is a transformative approach to customer interactions where organizations harness the power of structured content, contextual insights, and automated processes to craft tailor-made and seamless experiences across diverse touchpoints. At its core, ICX revolves around the agile assembly and real-time delivery of content modules that cater to individual customer preferences, needs, and intentions.

ICX embodies the following attributes:

- **Omnichannel:** ICX orchestrates content modules to harmonize and unify customer experiences across channels, platforms, and devices.
- **Contextual:** Rooted in a deep understanding of customer context, ICX delivers modular content in versatile formats to meet each customer's requirements.
- **Fluid:** Content flows seamlessly through the entire content supply chain, from content creation and management to customer experience and martech technology stacks, resulting in minimal rework.
- **Automated:** By deploying conditional logic and automation, ICX guides both immediate and long-term customer journeys, ensuring relevant content delivery without the need for constant human intervention.
- **Conversational:** ICX fosters customer engagement through intent and response interactions, including chatbots and voice interfaces, facilitated by a combination of human and machine intelligence.

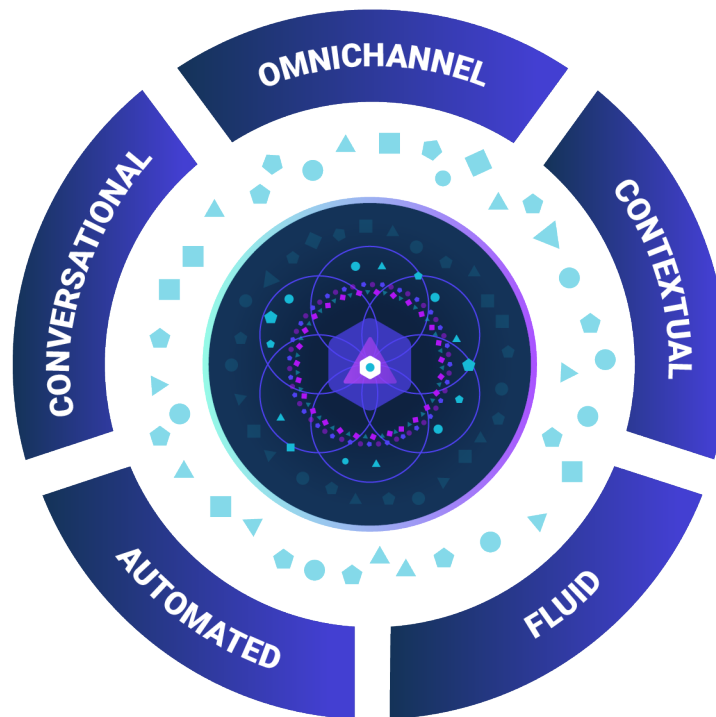


Figure 1. Intelligent Content Experiences

Key resources on Intelligent Customer Experiences



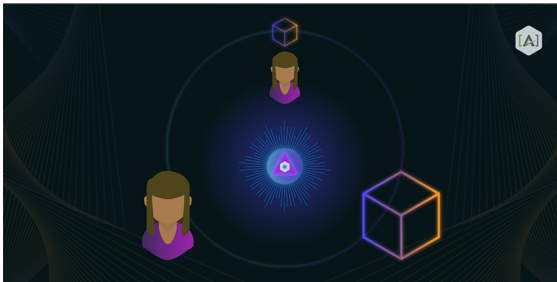
What are Intelligent Customer Experiences

[Video](#) / [View here](#)

Learn about Intelligent Customer Experiences (ICX) and how to power them with modular intelligent content. See how ICX is already a factor in our daily lives. We'll

dive into the characteristics that make a Customer Experience 'Intelligent' – bringing together a customer's context with the right assembled content to meet their needs at the right time.

*Bringing together “**the right content, to the right place, at the right time**” has always been the holy grail of customer experience. It's possible through the alchemy of content intelligence!*



Customer Experience Trinity: Uniting Customer, Content & Context

[Article](#) / [Read here](#)

This article looks at the heart of Intelligent Customer Experiences where lies three foundational elements: the Customer, the

Content, and the Context. The Customer is at the center of it all, with their unique needs and preferences shaping the experience. Content serves as the vehicle for delivering value, and Context provides the necessary relevance and timeliness.



Intelligent Customer Experiences through CaaS

[Article](#) / [Read here](#)

Content-as-a-Service (CaaS) plays a vital role in delivering ICX. It acts as a repository for customer-facing content, simplifying updates and saving time/resources. CaaS enables

personalized content delivery based on customer interests, driving engagement. It supports consistent omnichannel delivery and enhances collaboration, accessibility and satisfaction. Lastly, CaaS enhances efficiency and scalability in content management for swift adaptation.



Applying Content Intelligence to Create Better User Experiences

[Webinar](#) / [View here](#)

ICX connects content strategy, engineering, and operations. It leverages scalable systems and architecture to

drive enhanced outcomes and automation. Infusing content intelligence into UX enhances excellence. Aligning strategy, engineering, operations, and UX creates a captivating ICX



5 Essential Patterns for Omnichannel Content Success

[Article](#) / [Read here](#)

Omnichannel strategies drive brand loyalty and revenue. Businesses must adapt to customer expectations, providing personalized, engaging experiences.

By understanding the five patterns of omnichannel, improve efficiency, stay competitive, and achieve growth.

The five essential omnichannel patterns:

1. Semantic Standards
2. Structural Standards
3. Content Supply Chain Thinking
4. Content-as-a-Service (CaaS)
5. Unifying the Content Stack

Embrace these patterns to maximize teamwork, make data-driven decisions, and deliver unified customer experiences.

Knowledge Management & Enterprise Data -

Maximizing your assets

To deliver Intelligent Customer Experiences, teams need Intelligent Content. In a nutshell, this is content that is enriched with metadata and semantics.

It is also **modular and flexible**, prepped to be delivered in **automated and AI-assisted** ways to provide personalized, contextual, omnichannel Customer Experiences.

Many organizations have had difficulty establishing the mindset to move beyond siloed workflows. That's where [A] steps in, aiding enterprises in establishing a superior organizational framework. This framework aligns teams with the principles of Intelligent Content and Intelligent Customer Experiences, setting the stage for transformative customer interactions.

Creating Content-as-a-Service

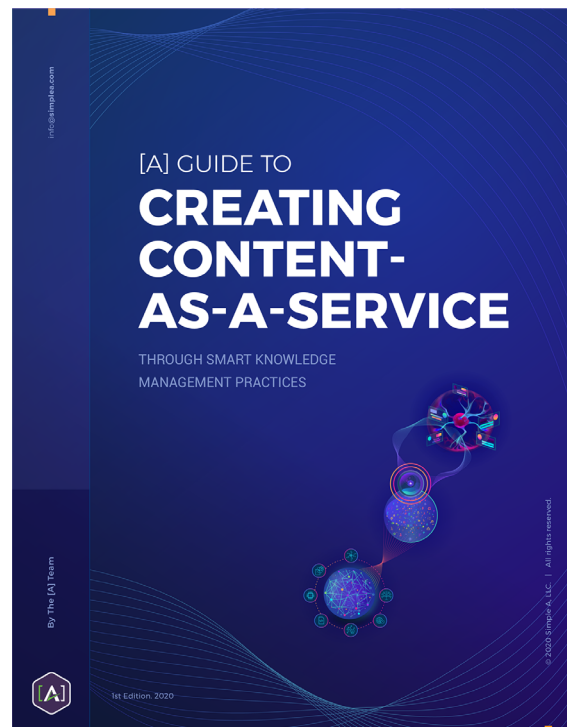
[A] has curated a wealth of knowledge on this subject, with a whitepaper and a collection of articles that underscore the intrinsic link between Knowledge Management and ICX. An effective Knowledge Management System (KMS) yields benefits such as enhanced customer satisfaction, cost reduction through self-service options, heightened operational efficiency, improved collaboration, continuous learning,

compliance adherence, intellectual property protection, and a competitive edge.

Intelligent Content, on the other hand, is structured and tagged content enriched with metadata, designed for easy discovery, utilization, and reuse. It supports knowledge management by simplifying information retrieval through keywords and tags, facilitating content reuse across various contexts, fostering collaboration through version control and commenting, and enabling personalized content delivery through AI and machine learning.

[A] Guide to creating Content-as-a-Service (Caas)

Whitepaper | [Read here](#)



6 Steps for Improving Knowledge Management

To create a smarter knowledge management system through intelligent content, consider these steps:

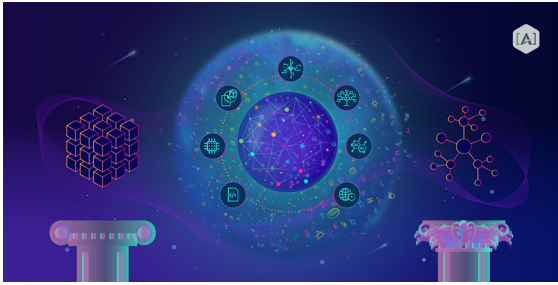
- 1. Identify** your knowledge assets, encompassing documents, images, videos, presentations, and various content types.
- 2. Structure** your content into reusable components for seamless access.
- 3. Tag your content** with metadata for efficient indexing and searchability.
- 4. Centralize** content storage for accessibility.
- 5. Utilize** intelligent content tools to automate knowledge management tasks.
- 6. Track** and adjust based on user behavior for continuous improvement.

These efforts align with the trends in accessible knowledge management, allowing businesses to stay competitive, enhance employee productivity, reduce costs, improve customer service, and ensure compliance with industry regulations.

By staying attuned to these trends, businesses can make informed decisions to refine their knowledge management practices and enhance their Intelligent Customer Experiences.



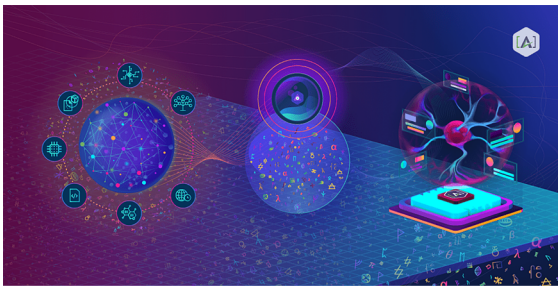
Key resources on Intelligent Customer Experiences



Creating an Effective Knowledge Management System

Article / [Read here](#)

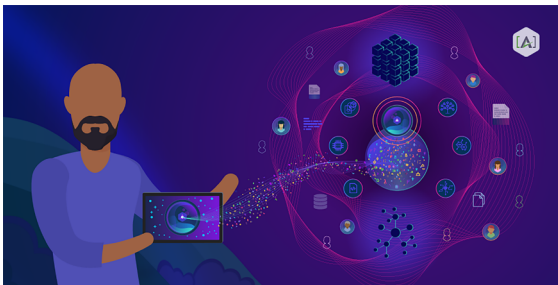
Knowledge Management Systems (KMS) are software solutions that capture, store, organize, and retrieve an organization's knowledge and information. These systems facilitate knowledge creation, sharing, and management to support decision-making and business processes. KMS enhances efficiency, innovation, and decision-making by making intellectual capital readily accessible. Learning about KMS is essential for improving efficiency, reducing errors, enhancing customer experiences, fostering collaboration, saving costs, and staying competitive



Achieving Smarter Knowledge Management through Intelligent Content

Article / [Read here](#)

Making your Knowledge Management smarter involves adopting modern approaches, integrating KM across functions, and recognizing its value for different stakeholders. Harness your existing knowledge, speed up access, promote innovation, and enhance customer satisfaction. Embrace the changing landscape of enterprise knowledge and content management to stay competitive and thrive in the era of intelligent customer experiences.



Trends Towards More Accessible Knowledge Management

Article / [Read here](#)

Embrace smarter Knowledge Management with AI-supported Modular Knowledge Management trends. Content intelligence is key as humans and machines interact, enabling personalized content and improved search experiences. Knowledge Management practices and proper Content Services Organization (CSO) enhance AI's effectiveness. Structure and semantics are essential for content intelligence, making it user-friendly and efficient. AI will construct rich knowledge graphs, accelerating knowledge availability for humans and machines.

Models for Content & Semantics -

The Foundation for Intelligent Content

Intelligent Content and Intelligent Customer Experiences are created and engineered with purpose and design.

[A] has developed a comprehensive, tested design for Content Intelligence with a foundation based on **two Core Models: Content and Semantics.**

As we navigate the intricacies of content models and semantics in this section, you'll gain an understanding of their role in shaping intelligent content and, by extension, Intelligent Customer Experiences. Together they equip organizations with the tools and knowledge needed to create content that resonates, engages, and leaves a lasting impact on your audience. Modular content takes the lead in creating intelligent customer experiences. It offers many benefits - reusability, personalization, real-time generation, and scalability. It allows businesses to deliver consistent and tailored content, engaging customers and adapting to market shifts. This modularity is enabled by modeling the structure of our content with a Content Model. As personalized and omnichannel content delivery grows, modular content becomes vital for businesses of all sizes.

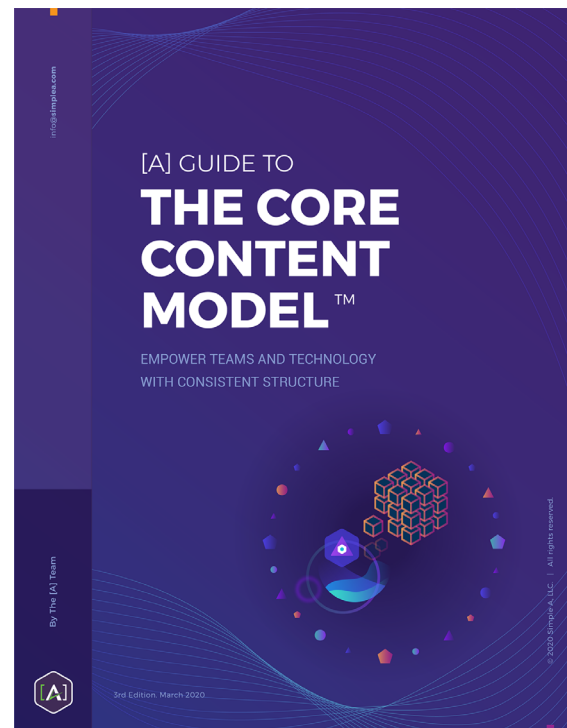
Semantics plays a pivotal role in understanding customer content. It empowers businesses to personalize

content, improve search results, detect fraud, and enhance customer service. It unlocks the potential to elevate customer experiences.

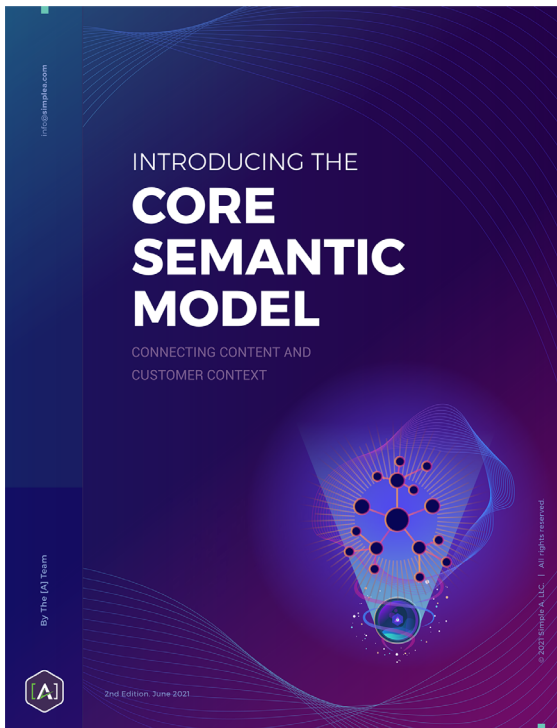
But without the structure, unique customer journeys can not be mapped or created. The meaning of our content, aka Semantics, has to come together with the structure which is defined within a Content Model.

The Core Content Model

Whitepaper | [Read here](#)



This model defines the very essence of content, encompassing its modularity, ontology, and taxonomy. It serves as an integrated framework that governs how content assets are structured throughout their lifecycle. The Core Content Model acts as a baseline representation from which all content forms across the Content Lifecycle can be derived. Its primary focus lies in facilitating interchange and long-term content asset management.



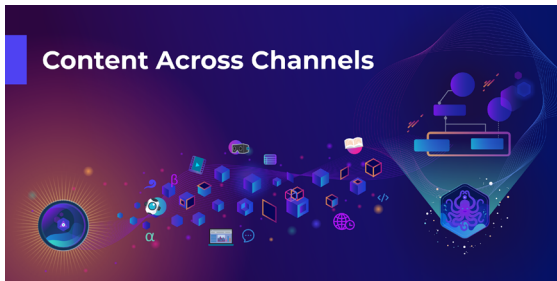
The Core Semantic Model

Whitepaper | [Read here](#)

This model assumes the role of defining metadata, tags, and standards that infuse meaning into content. It represents a comprehensive framework that outlines concepts and their interrelationships, alongside terminology for cross-domain and cross-system content identification within the content lifecycle. The Core Semantic Model ensures that no matter where content traverses, the labels employed to define and utilize it retain a consistent meaning.



Key Resources on Modeling



Content Across Channels: Tips & Tricks for Modeling Modular Customer Experiences

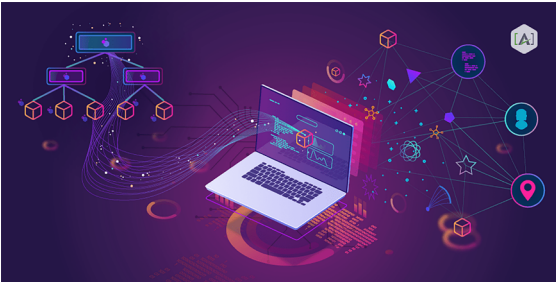
Webinar | [View here](#)

Discover how Modular Content is revolutionizing Multichannel Customer

Experiences. Join a dynamic discussion led by experts engaged in various aspects of digital development, all powered by structured, modular content. Gain insights into active methodologies and real-world lessons drawn from ongoing internal projects.

In this session, *members of the [A] team guide you through the intricate world of content models within the digital design lifecycle. Together, we delve into the essential elements of **crafting modular customer experiences.***





What Is Website Taxonomy and Metadata?

Article | [Read here](#)

Taxonomy and metadata offer the foundation and framework to elevate your content's performance across all platforms. By providing vital structure and

context, they enable content adaptability, seamless distribution, and empowerment for creators and strategists to effortlessly reach wider audiences. Embracing this powerful duo ensures longevity and flexibility in our constantly evolving digital ecosystem.

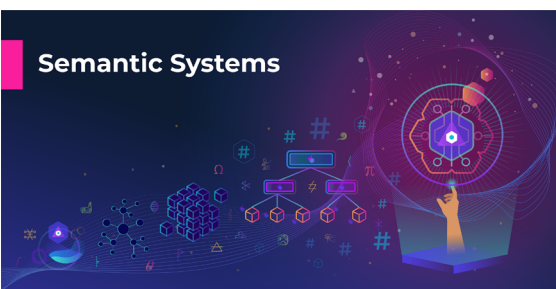


Content Taxonomy: The Key to Better Customer Experience

Podcast | [Hear here](#)

Deep dive into the power of Content Taxonomy for a better Customer Experience - Join host Cruce Saunders and guest Michael Priestley, an information

architect and taxonomist. Discover the journey from structured content in technical domains to shaping content standards and applying them to marketing. Gain insights into the role of information architecture, tying together semantic standards with navigation and user experience. Explore the concept of topic clustering and how semantic relationships are applied to enhance content accessibility and customer engagement.



Semantic Systems for Customer Experience Publishing

Webinar | [Read here](#)

Discover the impact of semantic systems on the future of customer experiences. Dive into the world of smart

personalization and efficient content reuse, driven by semantic practices that promise long-lasting value for both customers and teams.

Join us for an insightful presentation that unravels the pivotal role of semantic platforms in optimizing your content supply chain. Industry experts Cruce Saunders and Mike Doane will showcase the benefits of dedicated semantic practices and guide you on how to kickstart this transformative journey.

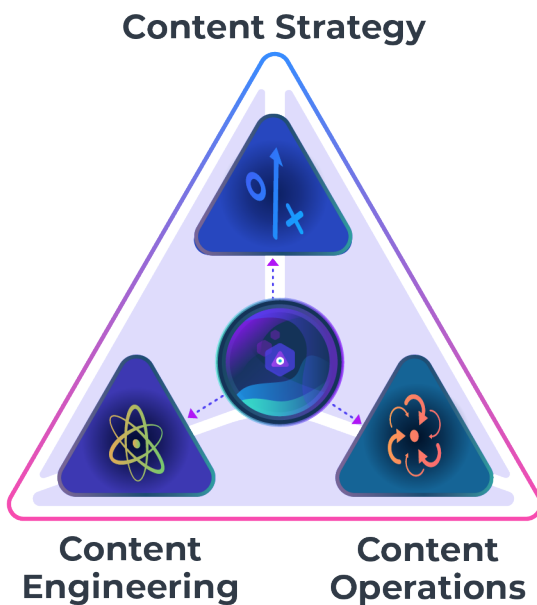
Implementing the Models -

A Smarter Organizational Content Framework

[A] has conceptualized a well-developed organizational structure around which enterprises can implement a content model and integrate it into their daily operations.

This ensures that you can realize the creation of Intelligent Content and Intelligent Customer Experiences.

A Content Services Organization (CSO) is a cross-functional content team that works to centralize the models, standards, and practices that inform how content is acquired, produced, managed, and delivered across the organization. As a centralized content effort, the Content Services Organization can facilitate formalizing content roles and processes, realizing content convergence, and raising recognition of the role and value of content. It has three core disciplines: Content Strategy, Content Engineering, and Content Operations.



An Overview of the Content Services Organization

The CSO plays a multifaceted role in supporting intelligent content, offering services such as maintaining a central content repository, managing content metadata for improved searchability, overseeing content workflows for consistency and efficiency, providing content analytics for data-driven decision-making, ensuring content security, and enforcing content governance to uphold ethical and compliant content creation and management practices.

By delivering these services, a CSO enhances the efficiency and effectiveness of intelligent content, setting the stage for Intelligent Customer Experiences that truly resonate with your audience. Comprising a team of content experts, such as writers, editors, designers, and technologists, the CSO's size and structure vary by the organization's size and complexity.



What is the Content Services Organization?

Video / [View here](#)

Define the Content Services Organization (CSO) and see how it provides value for both content creators and our customers. We explore key benefits of the CSO

including: reducing content creation costs, eliminating manual processes, facilitating omnichannel experiences, and enacting overall strategy.

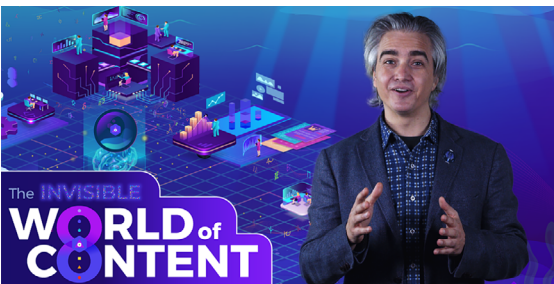


Organizing the People and Processes of Content

Article / [View here](#)

Explore the people and processes that make content work every day and how new organizational structures facilitate omnichannel content, and the content

supply chains that make intelligent content possible. See the roles which compose a Content Services Organization (CSO), where it lives in an enterprise, how it produces value, and why right now is the perfect time to build one.



Funding and Running a Content Services Organization

Article / [View here](#)

Take a deeper look into the inner workings of a Content Services Organization (CSO). See how it gets funded, where it sits within the organization, and how it adds value

to everyone. Whether large or small, any organization can get smarter and more effective when a Content Services Organization is chartered and empowered to facilitate the flow of knowledge across an organization's many siloes and functions. Learn how to tie together people and systems with an organized content ecosystem in this focused episode.



Additional Resources on the Content Services Organization



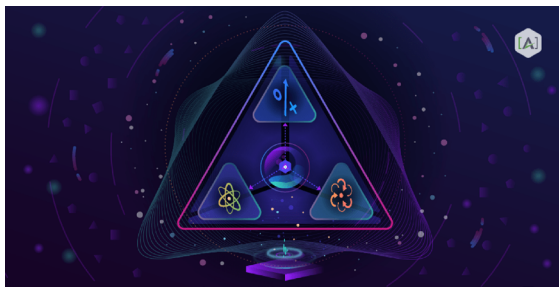
Introducing the Content Services Organization

Introducing the Content Services Organization (CSO)

Webinar / [View here](#)

Discover how a Content Services Organization (CSO) can revolutionize your content supply chain. Content is vital for organizations, but creating and managing

it can be chaotic. [A]'s research shows that certain organizational dynamics must be in place for modular content to thrive. CSOs operate at the intersection of strategy, engineering, and operations. They streamline content creation, improve management, and enable intelligent customer experiences across platforms. CSOs turn content strategy into reality, enhancing velocity, quality, and policy adherence. They have a significant impact on enterprises, winning skeptics and attracting investments.



Introducing the Content Services Organization (CSO)

Article / [Read here](#)

We're in the middle of a revolution impacting how organizations handle, communicate, and access knowledge. This revolution encompasses content

publishing systems, content creation and management roles, and the entire content ecosystem. Content proliferation is unstoppable, but we have an opportunity to sustainably reorganize and manage it. The solution: establishing a dedicated Content Services Organization (CSO). Led by three core practices—Content Strategy, Content Engineering, and Content Operations—the CSO ushers in a new era in content management.



The Content Services Organization: Powering the Information-Enabled Enterprise

Article / [Read here](#)

In today's business landscape, intelligent content and efficient content supply chains

are essential. Traditional approaches no longer meet modern customer needs, and content must be strategically managed. The CSO oversees the content supply chain within an enterprise. The CSO streamlines content workflows, transforming manual processes into dynamic, efficient elements. This enables organizations to create personalized content at scale and deliver next-gen customer experiences.

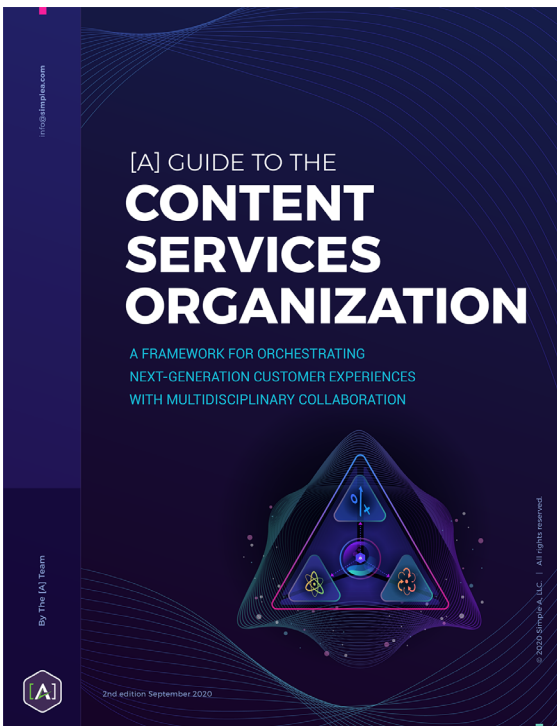


Making the Case for a Content Services Organization

Podcast | [Hear here](#)

Explore Services Organizations with Simon McAvoy, a Content Services expert. In this podcast extract, Simon and Cruce Saunders discuss the challenges and

opportunities in content management, emphasizing the importance of simplifying content and the role of content leaders in driving meaningful digital experiences. Simon envisions a future with clear metadata, agile content experiences, and separating content from delivery systems. They touch on content operations, educating senior leaders about content's strategic value, and finding champions within organizations to lead content initiatives. Join Simon McAvoy and Cruce Saunders for a deeper understanding of content's impact on customer experiences and business success.



[A] Guide to the Content Services Organization

Whitepaper | [Read here](#)

At the core of customer engagement and relationship management is relevant, timely, context-specific content. However, creating personalized and relevant content at scale is easier said than done – especially in a constantly evolving digital landscape. Where do we start, and how do we change the way we produce and deliver content across an organization?

Discover the answer in creating a new organizational model that supports content intelligence by incorporating Content Strategy, Content Engineering, and Content Operations practices within an overall Content Services Organization (CSO).

Continued Learning: Exploring the Practice of Content Operations

*As [A] introduced the concept of the Content Services Organization, we have published a series of articles diving deeper into one of the crucial functions of the Content Services Organization: **Content Operations**. This is one of the three branches of the CSO.*

Many organizations are struggling to create intelligent content as they still work in isolated departmental silos with limited communication or coordination between them. This creates a content creation nightmare of manual copy/paste work, content assets duplication, content assets living in numerous formats and people just being unaware of what content and knowledge exists within an organization due to its poor findability.

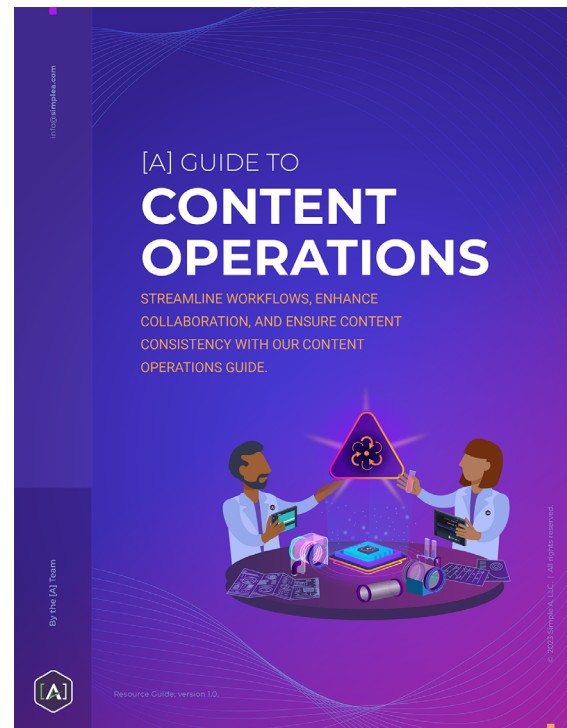
One of the most important aspects of what we consider to be our mission, is to assist organizations in **creating more efficient workflows and organizational frameworks** for content creation, publishing, and simply avoiding this content nightmare.

Content operations are at the core of how organizations can move beyond manual content replication and duplication within siloes, towards intelligent content practices.

If you identify with these issues, here is a “must-read” resource guide:

[A] Guide to Content Operations

Whitepaper | [Read here](#)





Makes Smart Organizations Even Smarter

[A] provides people, process, and technology to support organizations in building better content programs. Our team of [A]gents focuses on creating winning customer experiences across different formats and channels – leading to superior outcomes.

We specialize, but are not limited to the following client services:

Strategic Consulting

[LEARN MORE](#)



Customer Experience

Assemble data-driven, personalized CX



Content Operating Models

Establish critical roles and procedures



Omnichannel Delivery

Enable headless content-as-a-service



Workshops and Training

Instill and sustain essential skills

Technical Services

[LEARN MORE](#)



Platform Integration

Connect platform technologies



Content Engineering

Content, data, & technical architectures



Custom Implementation

Build bespoke solutions



Staff Augmentation

Support client IT needs

Products

[LEARN MORE](#)



CoreModels

Modeling, Integration, Governance



ContentFlow

Conversational Content Flows



RealContent

Content-Driven Design



SchemaFlow

SEO-Driven Model Design

Together, [A] works with clients to:

- Create low-effort customer experiences
- Increase returns on content assets
- Streamline content processes
- Optimize lifetime digital excellence
- Implement marketing innovation
- Reduce authoring and publishing effort
- Power context-ready, modular content elements
- Unify digital policies and governance
- Provide a meeting point for cross-team quality
- Create a shared center of excellence for content

