

Customers. Without them, your company wouldn't exist. They determine your success, but they expect a lot in return. Most companies are great at using content to engage customers and sell products. Better content management can get customers to the point of sale and help you differentiate yourself from your competitors. For many, this point of sale is the beginning and end of a customer relationship.

But to convert a first time buyer into a devoted customer, you must consider the entire customer journey. While great marketing content may start the engagement, it's not enough to sustain your customers throughout all of the critical touchpoints they have with your company. The customer journey is driven by content that continuously meets your customer's needs as they change over time.

The content must first engage the customer and persuade them to purchase your product. After this point of sale, content now must continue this engagement from their very first product experience by providing crucial knowledge and learning materials. If a problem arises, the content must assist the customer and answer their questions while guiding them to a solution. When you empower your customers to solve their own problems, you keep them satisfied, and convert them into loyal advocates, ready to endorse and re-engage for more products and services.

Throughout this entire journey, the quality of this content will determine the amount of traction you get with these customers to perpetuate a cycle of re-engagement, thereby creating a loyal customer base that has a much higher value than acquiring new customers.

Quality content must captivate your customers' attention, inspire their imagination, and target their specific needs. It must be informative, relevant, and consistent. It must be globally accessible to all of your customers, regardless of what language they speak. It also needs to be easy to create, reuse, and share within your company.

In the past, to achieve even one of these aspects of quality content required significant investment in time, resources and money and attempting to achieve all three was impossible.

Many companies tried to harness the power of structured content to solve this problem, but found the challenges of XML too steep to overcome. But now for the first time, SDL LiveContent enables companies to easily create compelling and useful content, and manage that content through all the relevant touchpoints in the customer journey.

SDL LiveContent. Delivering quality product content and user assistance – in one consistent voice – anywhere in the world, in any language, on any device.