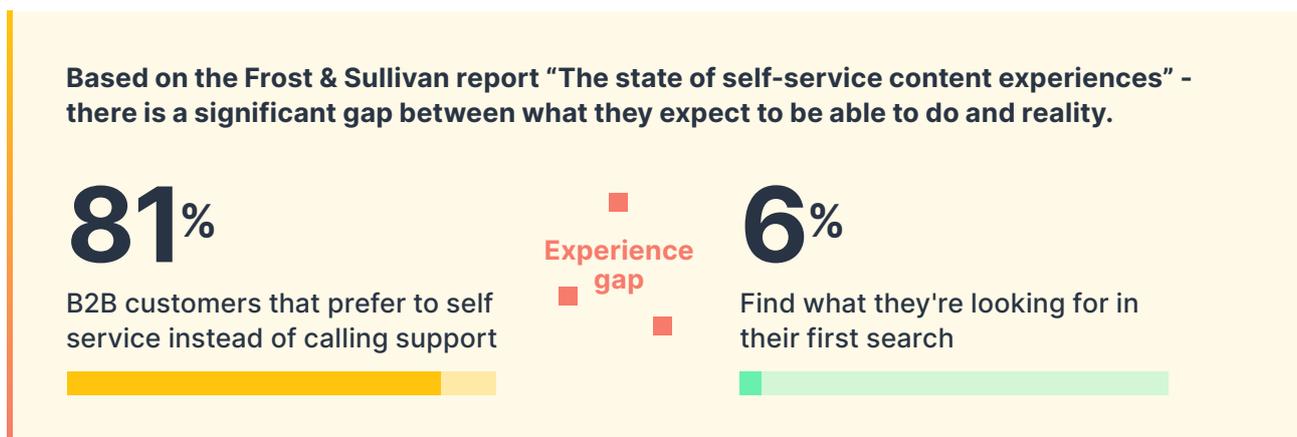ZOOMIN

Why CX leaders need better content insights

It seems like the cliche of "the customer is always right" has been replaced by "customer expectations are higher than they've ever been". And while many organizations have taken the former to heart, the latter, while generally agreed upon, is only incorporated into the customer experience strategy of the few leading companies who helped raise those expectations. But these leading organizations have a critical pattern in common that helps them provide such a sought after customer experience: they drive these differentiated experiences using customer data.

The consumer vs enterprise experience gap

Think about your life as a consumer outside of working hours. How do you search for products? How do you pick what to watch? How do you find a birthday gift for your three year-old niece? Unless you have a very clear idea of what you're looking for, the consumer products and services with which you interact suggest what you should look for, watch or buy - based not only on your search terms but also on recurring patterns of what you do, what your peers do and what you are expected to do. Creepy? Maybe. But unquestionably convenient.

Based on the Frost & Sullivan report "The state of self-service content experiences" - there is a significant gap between what they expect to be able to do and reality.

81%

B2B customers that prefer to self service instead of calling support

Experience gap

6%

Find what they're looking for in their first search

The gap that many B2B focused organizations have is, their enterprise customer are also consumers outside or perhaps even during working hours. And as consumers, they are getting these guided, personalized and immediate experiences. But as enterprise customers, they find it incredibly difficult to find answers to their questions. Like before, the missing piece is the data.

Why aren't enterprises making better use of data?

An oft cited Harvard Business Review article tells us that less than 3% of companies' data meets the basic quality standards to be usable for analysis. And while this report is a few years old, the challenge it illustrates is still relevant today. This problem has two key factors that are interconnected: a lack of visibility throughout the customer lifecycle and disconnected systems that only focus on a limited scope.

The good news is, there is a common thread throughout the customer lifecycle that both provides a signal of intent and remains consistent across multiple systems and channels: content. The bad news is: you've already been making decisions about the customer experience without that data that could be very costly, very wrong or both.

Filling in the gaps in the customer journey
Unless you have such a clearly superior product that it sells itself, your customers are consuming tons of content in order to learn about what your product does and how it solves the key issues they have. But the ability to track and learn from those interactions is either non-existent or split across different tools that either show very early intent, like website traffic, or very clear interest, like a form completion. The parts of the customer journey between and after those events is spotty at best.

Without a more comprehensive view of individual customer activities, many decisions are left to partial data or even guesswork, from how a potential customer finds you to which languages to prioritize to what content is helping to accelerate the customer lifecycle to how much content is impacting customer support costs.

How content analytics fuels customer experience
Since the whole purpose of content is to support the various stages of the customer journey, it makes sense that the ability to measure, analyze and track content usage and trends would be valuable to understanding customer behavior. But beyond seeing "what" potential and current customers are consuming, the insights on "why" can also be gleaned from the data.

84.1% Engagement rate	**3.2** CSAT	**23.2%** of your content
0% 50% 100%	Very unsatisfied Neutral Very satisfied	One week

Content usage dashboards highlight performance and engagement
As a starting point, knowing what content is being consumed and how often is important. But it's also important to understand how that content consumption has changed, how satisfied customers are with those assets and if aspects like age are affecting engagement.

**By consolidating content analytics across all customer channels,
you can get a clear picture of what customers need**

Content pages viewed (overview)

Likewise, having a broad landscape of how content is performing by both popularity and age can highlight if new content needs more prominence and if older documentation needs to be archived or removed entirely.

With these insights, you can make better decisions about what types of content customers want, including which assets to focus on, which to update and which to archive due to low engagement.

Understanding whether customers are missing your new content in favor of outdated versions can help you prioritize findability and the topics customers need
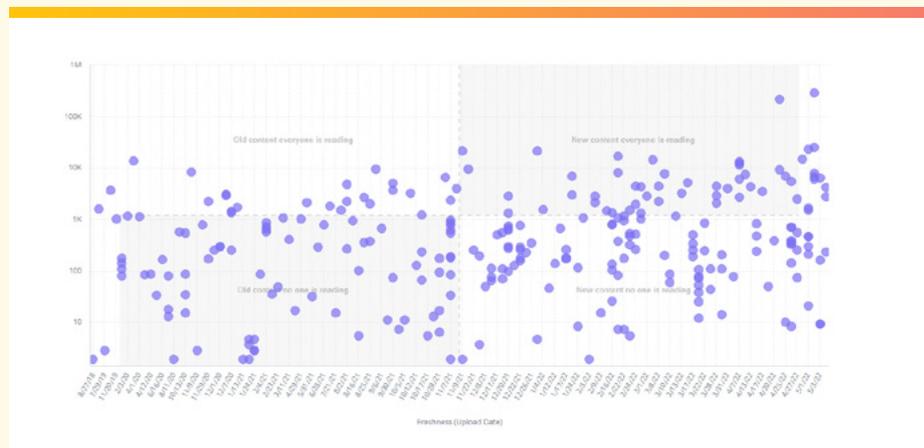
Traffic and search behavior reveal opportunities for optimization

Much like content shows what your customers are looking at, traffic and search insights reveal who they are and what they do. This could be everything from how many many pages they view to how many unique users you have to preferred languages and top countries. These interactions help make decisions about how your users like to consume content, which channels they use most and where they are coming from - so you can have content that's optimized for the experience they expect.

Similarly, search dashboards highlight how often and which types of terms customers used to find you, as well as the performance of those terms and additional aspects such as time period and popularity. But search can also reveal whether customers aren't finding what they need, either because they aren't clicking through the results they're presented or their search yielded no results. The latter shows a glaring gap in the customer experience and a potential signal that either a customer need is not being met. Those searches could also represent areas of opportunity, from misconceptions that should be more clearly addressed to additional features or product ideas that do not yet have solutions in the market.

Trending topics and search terms provide insight into what customers care about and potential product gaps

Content page popularity (this month Vs last month)

Content page	Views	% change
Third Party Browser Plugins That Block JavaScript N\A	5,726	↑ 50%
Knowledgebase Content has Moved! articles	3,748	↓ -38%
Allowlist Imperva IP addresses & Setting IP restriction rules N\A	1,831	↓ -46%
Upload a Custom Certificate for Your Website on Imperva cloud-application-security/enus	1,190	↑ 73%
Web Protection – Introduction cloud-application-security	232	↓ -28%
Cloud WAF Error Pages and Codes cloud-application-security	214	↓ -15%

Helps quantify the value of customer experience and self-service

For many organizations, a clear return on investment is not just a nice-to-have - it's an essential step to understanding whether a project is worth the time, expense and effort to undertake. But often those are hard to quantify in customer self-service. For example, a company website is a necessary part of running a business today - but exactly how valuable is it? Does it provide a return that's worth the dedicated headcount and investment or is it just a cost center that organizations need to accept as a cost of doing business?

Having the ability to view and measure the impact of content on the customer journey provides that clarity to know exactly the value of that content as well as whether it's doing its job of helping customers help themselves. In the example below, content is presented alongside a support request form, using the customer's input to surface answers that resolve the issue without needing live human assistance. The dashboard shows exactly how successful that is over time and whether that trend is increasing or decreasing.

Suggesting relevant content while a customer completes a support case can drive better self service and fewer unnecessary support tickets

Content pages viewed (breakdown)

Content page	Views
Knowledgebase Content has Moved! articles	194,610
Third Party Browser Plugins That Block JavaScript N\\A	151,900
Allowlist Imperva IP addresses & Setting IP restriction rules N\\A	125,987
Upload a Custom Certificate for Your Website on Imperva cloud-application-security/enus	25,634

Additional insights such as customer effort score and self-service success rate provide key areas to focus on as well as a benchmark to gauge whether your customer experience improvements are working. Deeper level insights, such as mapping the customer journey to the point of submitting a support request also reveal where customers are attempting to find answers and whether that can be streamlined.

89% ↑5.1%
Case Deflection Rate
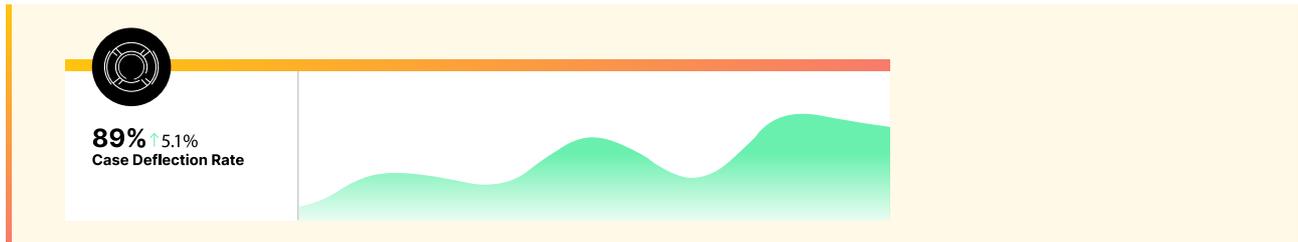
Once you're ready to better understand what your current and potential customers are looking at, you will need a way to both consolidate your content and ensure it's available across all of your systems, channels and digital properties. Ideally, you'll want to be able to utilize existing content from across your entire organization in whichever format it was written. And while this sounds daunting, there is a simple solution.

Understanding the degree of engagement reveals customer intent without having to ask them to complete a survey.

Content pages engaged with

Content page	# of engagements
ADC Security Content Update Release - May 3, 2022 N\\A	288
Knowledgebase Content has Moved! articles	121
Web Protection – Introduction cloud-application-security	74
Log4j2 - DRA Interim CVE-2021-45046 Mitigation N\\A	66
Third Party Browser Plugins That Block JavaScript N\\A	63
Working with SecureSphere Web Application Firewall v14.5-web-application-firewall-user-guide	53
MSSQL Advanced Monitoring Coverage	43

Zoomin offers an end-to-end content delivery platform that ingests all your product content, creates logical connections for better customer suggestions, and presents the information based on knowledge of the customer and the content that had the greatest success with their peers. And of course, Zoomin includes a real-time analytics portal with dynamic dashboards and customer insights to help you understand where they're having success, any obstacles in their way and ways for you to improve their experience.