

Delivering Profit Contribution with Content Management and Portal Solutions

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This white paper outlines how content management and portal implementations can deliver profit contribution to your business. Further, it defines key metrics for measuring the current health of your content management implementation.

Organizations that successfully harness the power of today's content management and portal solutions can speed up their core businesses while delivering powerful new services to their customers. These solutions add business value in seven key areas:

- Profit Contribution
- Employee Productivity
- Content Delivery and Consumption
- Content Storage and Organization
- Content Contribution and Authoring
- Technology Stack
- and Infrastructure

What are the key areas in which content management can produce the biggest return on investment for your organization? The answer depends on the current state of your business, the specific needs of your organization, together with your strategic plans for the future.

This white paper looks at the first of the seven key areas: Profit Contribution. We examine several examples of how these solutions can add business value to your organization. We also discuss key indicators that will enable you to measure the effectiveness of your content management initiatives.

Areas Impacting Profit Contribution

Let's take a look at how content management and portal solutions are adding business value to organizations in the form of profit contribution.

Improve Operational Efficiency: Content management solutions are an essential part of enabling companies to move their product and service support online. This results in more user friendly and cost effective 24/7 support and faster case resolution time. Customers can also access new services including online knowledge bases, answers to frequently asked questions, emerging standards and best practices.

Realize Competitive Advantage: Offer new services including 24X7 purchasing systems and new customer facing value added services. Many services previously handled by customer service representatives can be moved online, improving your competitive edge. By forming strategic partnerships, many companies are repositioning their products and services inside of larger, more comprehensive service offerings.

Decrease Travel and Meeting Costs: Web based technologies enable companies to use the internet to conduct highly interactive product demonstrations and training sessions with new and existing customers. Key personnel can be brought into conversations via web based collaboration tools to clarify technical questions. Customers can replay product demonstrations and view technical specifications offline so that actual face to face meeting time is optimized.

Optimize Communications, Training and Publishing Expenses: Organizations are delivering important product and service information updates to their customers via the internet. This approach offers a high value, low cost solution for communicating with new and existing customers. Communications are consistent, easily modified and can be customized to individual customer needs.

Improve Decision Making and Online Property Management: Effective solutions give you visibility into your business and your customers preferences. Integrated metrics can tell you what features are most popular with your customers and help prioritize where to improve your products and services to be more competitive.

What to Measure

Key profit contribution indicators are listed below. Combine these indicators into standard reports based on region, product/service type, market segment, or time period to steer the development of your content management initiatives.

Time-to-market: Measure elapsed time to complete end-to-end product or service planning, design and implementation. Examine where increased collaboration and communication as well as standardized processes can shorten these time frames.

Initial Product Quality: Measure percentage of product or service defects as well as defect quantity, source and severity trends. Use this information to identify quality gaps and to assist in prioritizing quality improvements.

Online Sales: Determine the percentage of your business revenue that is generated online. Next, identify the barriers that are keeping your organization from moving more of your revenue generation online.

Online Support: Measure the percentage of customer support that is delivered online. Measure resource requirements, ticket resolution time, case priority and top user request trends. Identify ways to improve your product and service support delivery.

Customer Satisfaction: Measure solicited and unsolicited feedback trends. Rate the usefulness, completeness, speed, navigation, search and overall response to your portal initiatives. Use this information to prioritize product and service improvement.

Call/Support Volume: Measure call center traffic volume and most common support problems. Use this information to evaluate the success of your current online support capabilities and to prioritize future enhancements.

Service Delivery Cost: Measure total cost, time and resources required to deliver your product or service. Identify the areas where more efficient content management/portal initiatives could help you lower your service delivery cost.

Conclusion

Leading content management and portal solutions are allowing many organizations to decrease time to market, improve initial product quality, move sales and support services online. Overall, these result in lower cost of operations and increased customer satisfaction.

By measuring and reporting, using the key indicators, you ensure a powerful business value from your investment in content management and portal systems.