

Customer Content Lifecycle Management

Quality, accuracy, and clarity for the virtual world

Content is king. But customers rule.

Customers are your ultimate source of revenue and profits – and that’s why you must pay even more attention to customer relationships in the dynamic virtual marketplace of the web. You may not see your customers every day in a storefront, but they can certainly see your business and your products every day, 24/7, as they search, surf, and seek out the best products and services for their needs.

But with this expanded visibility to millions of global customers on the web comes formidable challenges. Are you speaking your customer’s language, literally, through localized web sites – and are the translations and pricing accurate? Even when composed in your native tongue, how can

you be sure that your online content is satisfying your customers’ needs? Is content fresh, accurate, and relevant? Is it reaching the right people at the right time? Most of all, how much control do you have of your online content throughout its lifecycle, and how can you analyze its use to help you glean more information about your customers’ preferences?

Capgemini Content Lifecycle Management Services, a facet of our Customer Operations Management BPO practice, is focused on helping you create, manage, audit, and validate the presentation of your company’s products, services, and supporting

What

- Services that ensure quality, consistency, and accuracy of online product information

How

- Optimize operations to provide timely, accurate web-based information
- Centralize web content quality management in multiple languages
- Streamline auditing of web content for error prevention
- Transform technical content management processes and systems

Why

- Improve the online customer experience by ensuring that content is always fresh, accurate, and localized
- Streamline the web content auditing process to catch errors sooner
- Personalize communication with each global market to build better relationships

information in today’s virtual web-based marketplace. Our true domain is the customer – and we help you ensure that the online content they view is always accurate, engaging, and up-to-date in every online interaction. In addition, we help you communicate with global customers in their own language, with accurate pricing and translations of your product’s features and benefits.

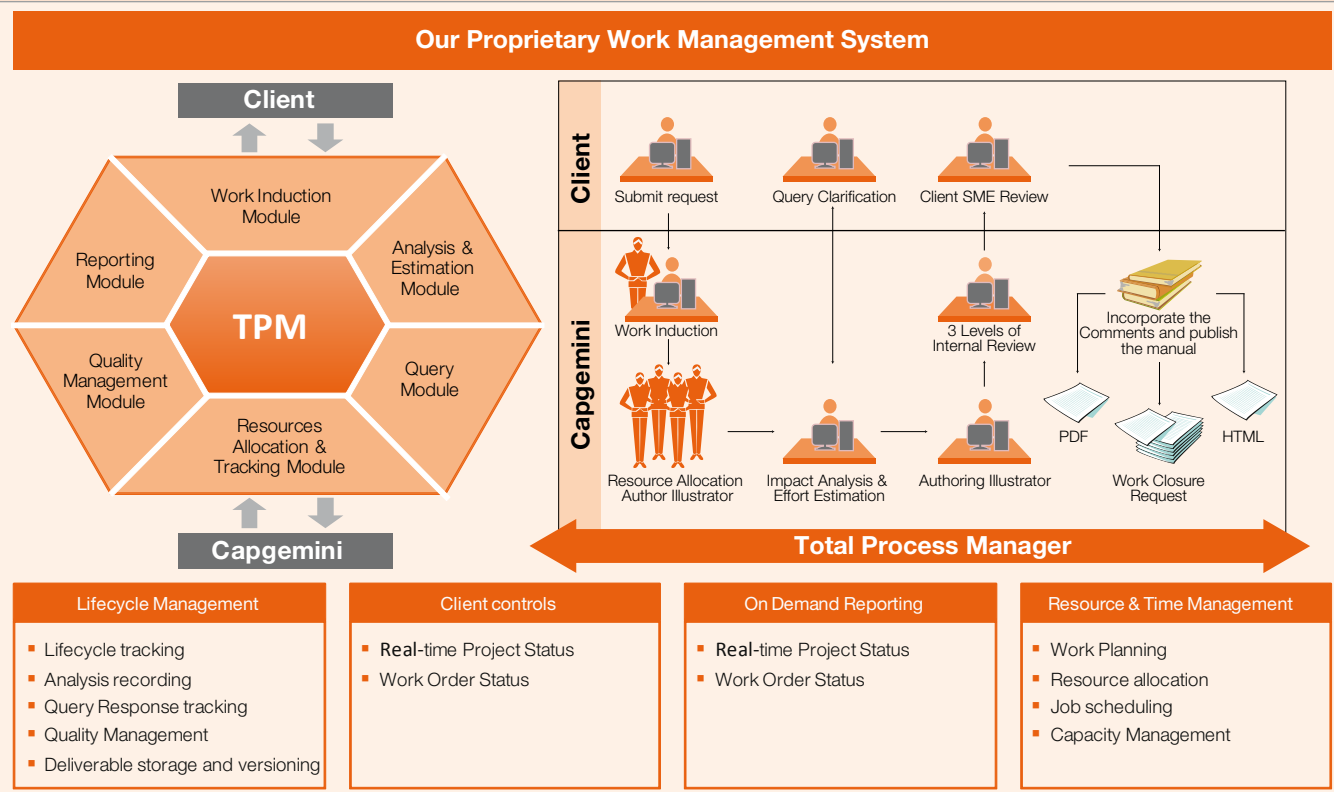
Most of all, our three-pronged approach of master content creation, translation and publishing, and quality auditing delivers business insight into the effectiveness of your online presentation. As a result, we’ll help you gain a more predictable customer care organization that can deliver improved financial and operating performance while enhancing your communication with global customers.

Manage, audit, and validate your online presentation

Telling the story of your company and products on the web is a full-time job beyond traditional marketing and promotion strategies. Most importantly, content lifecycle management must be focused on the customer, which can mean an additional burden on customer care resources in some companies. Capgemini Content Lifecycle Management Services relieves that burden. We approach content lifecycle management as a completely customer-focused alignment of operations and content management methodology.

But what really sets Capgemini apart is business insight. It’s not enough to simply create, publish, and update content. We add value by auditing and validating your online presentation for accuracy, clarity, and relevance. We also glean data that analyzes your

Total Process Manager (TPM): Our Working Tool for Content Management



Web Content Lifecycle Management services

Capgemini audits, manages, and validates the presentation of product and service information to your customers through the following services:

- Master content creation
- Translation and publishing
- Quality control
- Quality audits
- Content syndication
- Localization of content
- Content usage analytics

Our web content management services enabled a global computer manufacturer to expand the scope of its multi-language content capability from its customer centers in Poland and China. Capgemini's solution centralized operations for web content quality management in 13 different languages, thus streamlining the auditing process to capture errors and enhancing global reporting and business intelligence.

customers' interactions with the content – when and how they use it – and measure their responsiveness. The result is keener insight into your customers' behaviors and preferences – information you can use to raise the bar of excellence in every online customer interaction.

Improve accuracy, quality, and efficiency

Capgemini knows that content lifecycle management must be a total, end-to-end process built upon streamlined communication and clear visibility throughout the enterprise. That's why we developed our proprietary Total Process Manager (TPM) management system that aligns content lifecycle management with your operations for an improved customer experience.

Key services include:

Lifecycle Management for improved content accuracy and quality

- Lifecycle tracking
- Analysis recording
- Query response tracking
- Quality management
- Deliverable storage and versioning

Client Controls and On-demand Reporting for improved efficiency and visibility

- Real-time project status
- Work order status

Resources & Time Management for improved efficiency and operational cost savings

- Work planning
- Resource allocation
- Job scheduling
- Capacity management

In addition, Capgemini's RightShore® methodology works seamlessly with our TPM system to achieve the right balance of the best talent from multiple locations, working as one team to create and deliver an optimum solution. Leveraging the global resources of RightShore® provides a key advantage when the goal is online sales and presentations to customers representing multiple countries, cultures, and languages.

Learn more

Content is king, especially on the web, but customers rule. Stale, inaccurate, and non-relevant content can take away the power of your online presentation and your online sales potential. Contact us and learn how Capgemini Content Lifecycle Management Services can give you greater control of the presentation of your products and services and superior insight into the effectiveness of your web-based content.





About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply

multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at
www.capgemini.com

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