Predictive Customer-Focused Experience

Leverage Knowledge to Accelerate Growth and Scale
Predictive Customer-Focused Experience

This battle-tested maturity model serves millions of customers globally and is the basis for customer-focused strategies at two global consulting firms, and other leading brands.

Measurably Improve

- Customer Support
  - Lower overall support cost
- Predictive customer self-service
  - Better ticket deflection
- Customer Success, Marketing, and Sales
  - Increase conversions, renewals, and upsells
  - Improve brand awareness, training, and onboarding
Maturity Model Stages

Predictive
Predict key customer behaviors to accelerate growth

Proactive
Extend content across the customer journey

Effective
Capture knowledge with stakeholder workflows

Reactive
Unify teams and content around a customer-focused strategy
Reactive Stage

Reactive

Unify teams and content around a customer-focused strategy
Reactive Tactics

Unify Teams and Content Around a Customer-Focused Strategy

- Define your goals
- Identify the most crucial cornerstone content
- Map your keywords
- Atomize for micro-content (topics)
- Convert to web-native and responsive
- Structure for knowledge graph:
  - Human-readable URLs
  - Hierarchical structure
  - Rich semantics
- Analytics and marketing tag management
Reactive Insights

Measurable Improvements

● Effective engagement measured by Customer Effort Score

● Support key performance indicators
  ○ First call resolution (FCR)
  ○ Mean time to resolution (MTR)
  ○ Customer satisfaction (CSAT)
  ○ Net Promoter Score® (NPS)

● Provides foundation for Proactive and Predictive stages
Effective Stage

Effective
Capture knowledge with stakeholder workflows

Reactive
Unify teams and content around a customer-focused strategy
Effective Tactics

Capture Knowledge With Stakeholder Workflows

- Define content stakeholders
  - Support, Success, and Training teams
- Deploy group and information architecture that allows autonomy and scalability
- Implement Knowledge Centered Service (KCS®)
- Create content standards and cross-functional style guide
- Define publishing workflow
Effective Insights

Measurable Improvements

- Blended content for internal and external users
- Monitor metrics
  - Time on site
  - Views per session
  - Deflection
  - Net Promoter Score® (NPS)
- Content maps that drive business outcomes
- Content structured for machine learning
- Cross-functional topic clusters
Proactive Stage

**Proactive**
Extend content across the customer journey

**Effective**
Capture knowledge with stakeholder workflows

**Reactive**
Unify teams and content around a customer-focused strategy
Proactive Tactics

Extend Content Across the Customer Journey

- Map customer journey and identify high-value customer touchpoints
- Facilitate marketing tag management, automation, segmentation, and keyword tracking
- Empower commerce, CRM, websites, community, in-product, and support channels with knowledge
Proactive Insights

Measurable Improvements

- Support metrics
  - Mean time to resolution
  - Customer satisfaction
- Conversion rates
- Engagement rates
  - Organic search
  - Time on site
- User adoption
- Customer effort
- Net Promoter Score®
# Predictive Stage

**Predictive**
Predict key customer behaviors to accelerate growth

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Predictive Tactics

Predict key customer behaviors to accelerate growth

● **Intelligent self-service**
  ○ Dominate Google page-one results (including snippets)
  ○ Brand awareness and control

● **Personalized content experiences**
  ○ Lower customer effort score
  ○ Leverage chatbots and AI

● **Knowledge centered business**
  ○ Data-driven initiatives
  ○ Transform cost centers (call centers) into profit centers
  ○ Sales acceleration through sales agent enablement
Predictive Insights

Measurable Improvements

- Lower support costs
- Increased product adoption
  - Fill market gaps
  - Agile go-to-market activities
- Customer Success
  - Increased upsells
  - Increased renewals
- Warmer marketing leads
  - More MQLs
- Improved conversion rates in sales funnel
MindTouch makes your customers smarter, happier, and more successful.