



HYPATIA
RESEARCH & ADVISORY

Accelerating Performance by Calculating Results™



Leveraging Content to Enhance Customer Engagement: Galaxy Vendor Evaluations

Benchmarks & Vendor
Selection Criteria for
Practitioners



ABSTRACT

Leveraging Content to Enhance Customer Engagement: Best Practices, Benchmarks & Vendor Galaxy™ Rankings

How Top Performers Manage Content to Effectively Engage Customers, Increase Revenues & Reduce Costs

Digital content management is not a new technology. But as the types of content and distribution channels have multiplied, so have the challenges involved in digital content and asset management. Organizations are pushing out ever larger quantities of marketing, sales and customer support content to their public, and the number and types of publishing channels, such as wireless devices, RSS, podcasts and video, continue to proliferate.

Customers, already suffering from extreme information overload, are receiving more than 10X messages per hour than just 5 years ago. Getting and keeping them engaged now requires a team of professionals rather than just one very overworked marketing specialist!

These realities are driving the need for companies to streamline the management and repurposing of all product, service and brand-related content. In response, vendors are beefing up their solutions with capabilities that allow organizations to more easily repurpose and distribute rich media, social media, foreign language support, wireless access, video, trigger surveys, games, webcasts and more.

Many Customer Content Management (CCM) solutions provide a wide variety of features, including support for mobile devices, workflow to handle content creation and distribution, rules engines for personalization, content analysis tools, and enterprise search tools that utilize taxonomies for categorization of metadata in order to locate content more easily.

MARKET Research Approach

Hypatia Research applies a hybrid methodology [quantitative & qualitative] that evaluates the Market-drivers, Actions, Responses, Knowledge, Expertise, and Technology enablers (MARKET) that influence corporate behavior in specific business environments. These terms are defined as follows:

- **Market Pressures** — external forces that impact an organization's market position, competitiveness, or business operations
- **Actions** — the strategic approaches that an organization plan in response to industry pressures
- **Responses**—how organizations invest and overcome business challenges.
- **Knowledge & Expertise**—competencies, skills and processes required to execute on corporate strategy.
- **Enabling Technology**— the key functionality of technology solutions required to support the organization's enabling business practices

Challenges:

With more than 30 vendors to choose from, what selection criteria are critical in making the right investment for our organization? Some of the questions our research and market analysis will answer encompass end-user responses to:

- What goals should we set for Customer Content Management initiatives?
- How should we organize and which function or role should be primarily accountable for these programs?
- What are others in our industry realizing for ROI?
- How much should we invest given our size and industry?
- How does our organization stack up in regards to a Customer Content Management maturity level?
- What return on investment should we expect?
- How might we benefit from best practices or lessons learned from other organizations' effective Customer Content Management initiatives?

Research Process:

Hypatia has begun briefing software vendors that align with this research topic. If we have not already scheduled a briefing, we would appreciate doing so before the end of Q4 2011. We expect this study to publish in early Q1 2012. For our Galaxy research studies we endeavor to complete the following research processes:

- Corporate Overview Briefing (45-60 minutes)
- Product Demonstration: Live or online demo we can take ourselves (30-45 minutes)
- Customer Interview or Reference Call: 20-30 minutes at most. Many of these turn out to be examples of best practices, lessons learned or significant ROI that we share with our subscribers via our primary research studies. Customer case studies may be blinded at customer's request. Fact checking is done directly with the customer.
- Hypatia typically provides vendors with their Galaxy Rankings or raw scores prior to research publication
- Vendor may opt-in for Advisory hours based on our research findings in combination with survey design input prior to launch of our research panels—ask your analyst or JoeA@HypatiaResearch.com.
- All information shared with vendors or service providers by Hypatia Research is confidential and may not be used for promotional purposes without written permission or research licensing.

About Hypatia Research & Advisory:

For more information on vendor selection criteria, primary research products (such as our 2011 studies: "[Operationalizing Voice of the Customer: Maturity Models, Benchmarks & Best Practices](#)" or "[Benchmarking Social Community Investment & ROI: Best Practices & Galaxy Vendor Rankings](#)", "[Convergence of Enterprise Governance, Risk, & Compliance: Benchmarks & Galaxy Rankings of Vendors](#)" and "[Enterprise Governance, Risk & Compliance: Best Practices & Vendor Drill-Down Selection Criteria for Practitioners](#)") or scheduling an analyst briefing, contact JoeA@HypatiaResearch.com or Research@HypatiaResearch.com.

About the Authors:

Senior analyst Sue Hildreth has been writing for the computer industry since 1986, starting as a new products editor for Cahners *Business Computer Systems* magazine. Subsequent roles have included executive editor of for

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ebizQ, an on-line publication covering e-business integration trends, staff editor for Computer Publishing Group's *WebServer Online* and *Server/Workstation Expert* magazines, and editor of *Software Success*, a business newsletter for software executives. Known for her focus on clean structure, strong content, and clear, readable copy, Hildreth's work has appeared in numerous industry publications such as *Computerworld*, *Processor*, *SearchSecurity.com*, *SearchCRM.com*, *SearchSMB.com*, *InformIT.com*, and *Dice.com*.

Hildreth's coverage areas will encompass enterprise software trends and technologies with specific emphasis on CRM, Mobile Solutions, Enterprise Search, e-mail security, identity and access management, remote access for mobile employees, enterprise content management, and the business benefits of Web 2.0.

She holds a B.A. in journalism, Phi Kappa Phi from the University of Iowa, and resides in Waltham, MA with her husband, daughter, three cats and a small herd of guinea pigs. In her spare time she enjoys reading medieval history.

Leslie Ament, VP of Research & Client Advisory, **Hypatia Research, LLC** is a Customer Intelligence Management thought-leader and industry analyst who focuses on how organizations **capture, manage, analyze and apply** actionable customer insight to improve customer management techniques, reduce operating expenses and to accelerate corporate growth. Her research coverage include: Business Intelligence, Media Intelligence/Search/Text Analytics, CRM, Web Analytics, Marketing Automation, GRC and Customer Data Management/Data Quality.

Previously, Ament served on management teams and lead global marketing and market research groups at Demantra, Inc. (acquired by Oracle), Arthur D. Little Management Consulting, Harte-Hanks, Banta Corporation, International Thomson Publishing (Chapman & Hall, UK) and Carnegie Hall, Inc. She is a member of the American Marketing Association, Society for Competitive Intelligence Professionals, Customer Relationship Management Association, DataShaping Certified Analytic Professional, Arthur D. Little Alumni Association, Software Industry Information Association and a Board Member of the Product Management Association.

Ament completed her doctorate Phi Kappa Phi at the University of Illinois, Urbana Champaign and her Master's and Bachelor's degrees at Indiana University-Bloomington. Reach her at LAR@HypatiaResearch.com or @Hypatia_18.