# Evolving eService Models:
## *Driving efficiency without losing touch*

Ken Skinner
Vice President, World Wide Customer Care
Vignette Corporation

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# What We Do

We help each of our customers
deliver the online experience
their unique Web strategy demands

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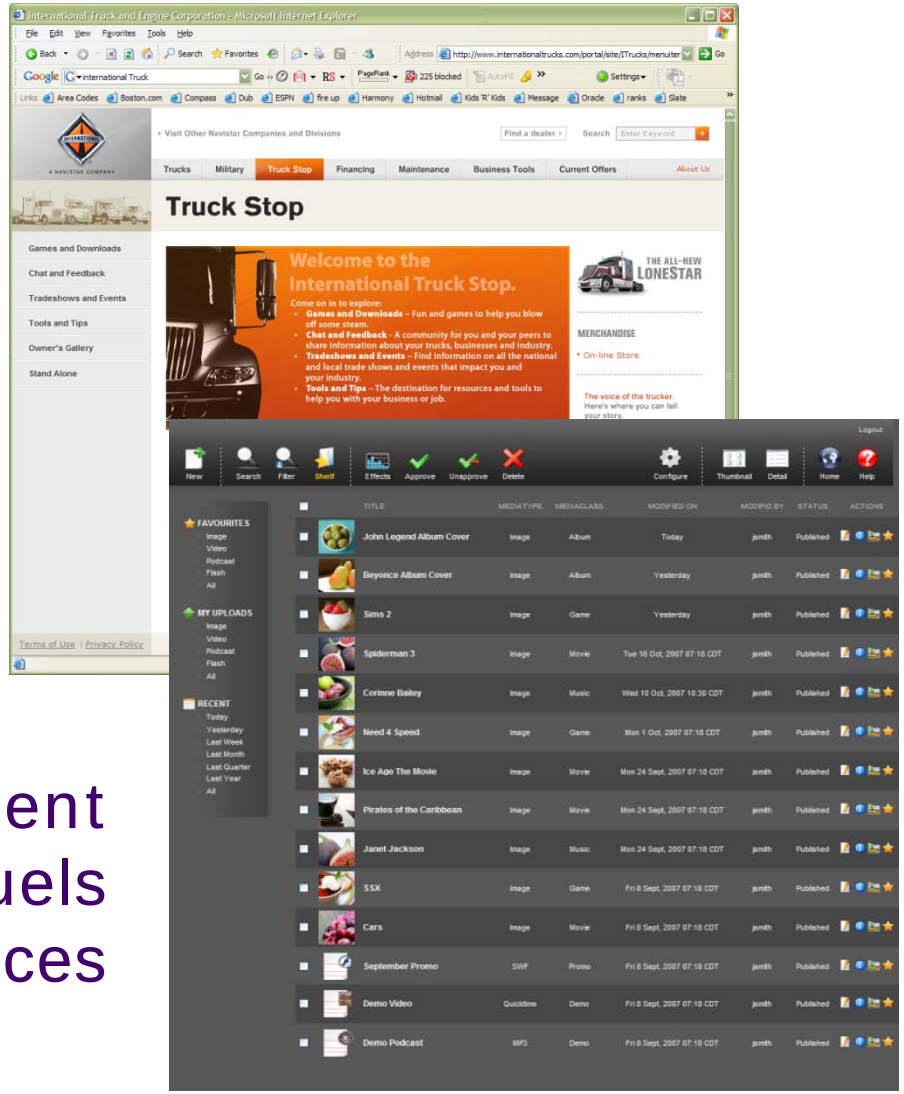
# How we do it

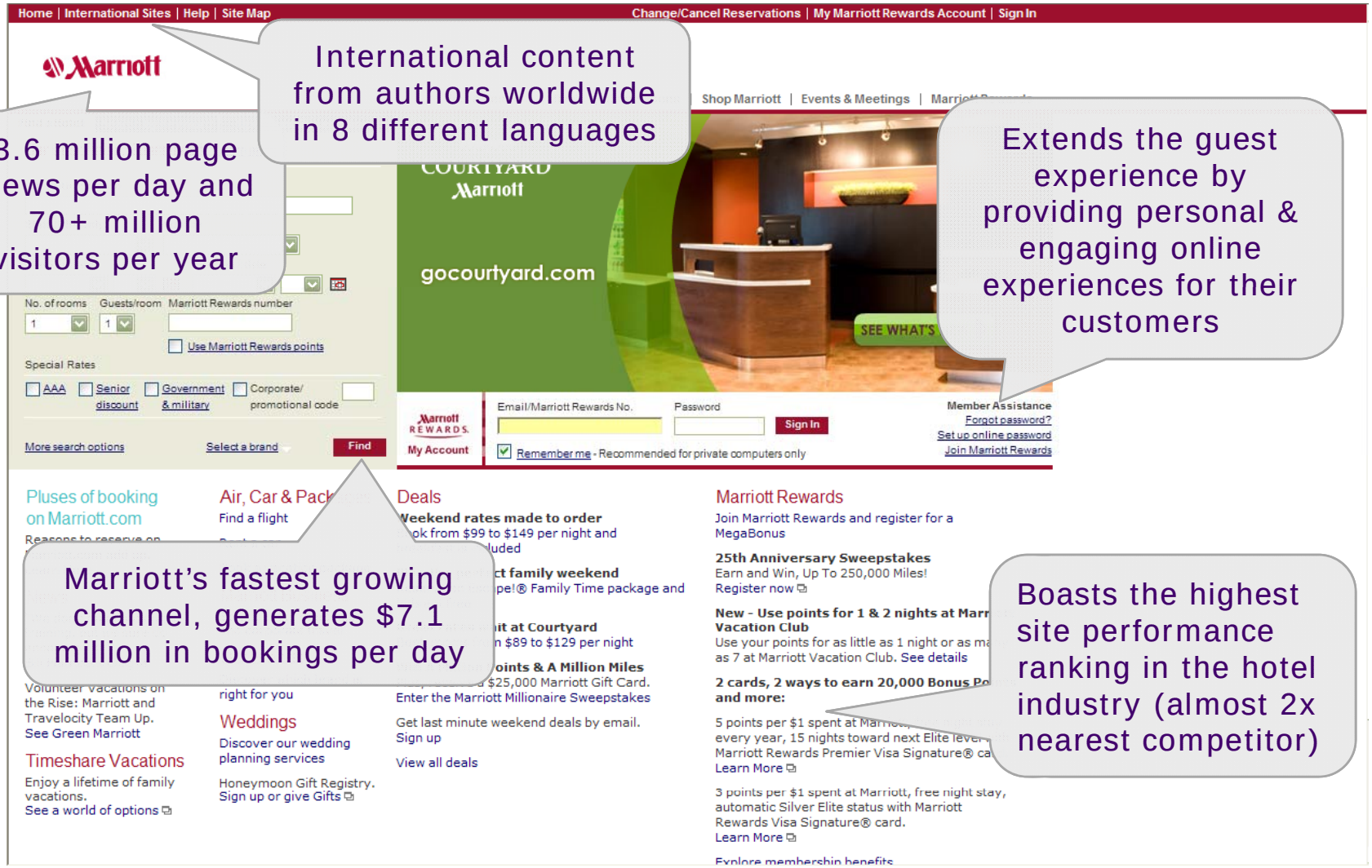
We market Web software that helps our customers

build great online experiences, and

manage the content that fuels those experiences



# Marriott rewards its online guests




International content from authors worldwide in 8 different languages

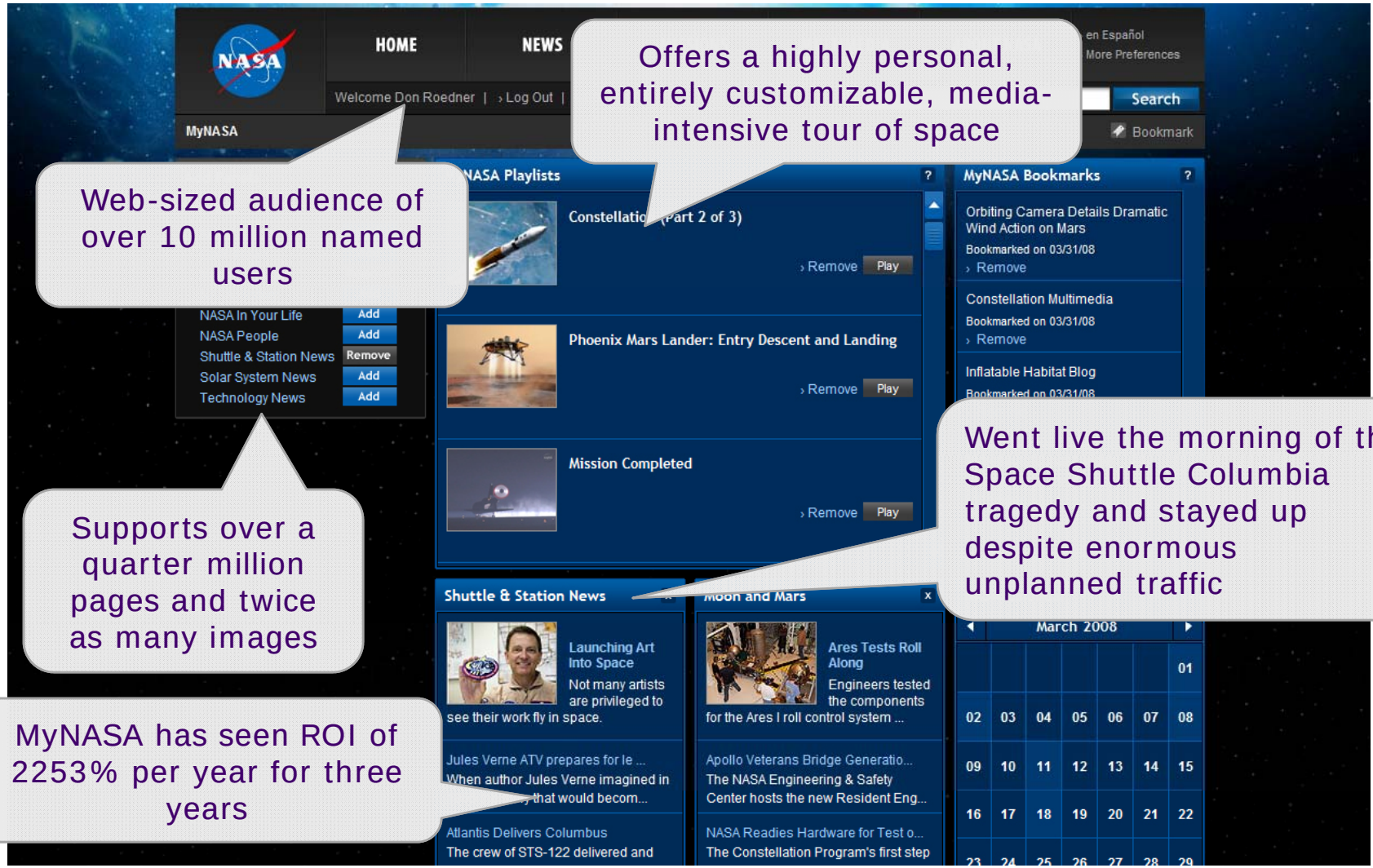
3.6 million page views per day and 70+ million visitors per year

Extends the guest experience by providing personal & engaging online experiences for their customers

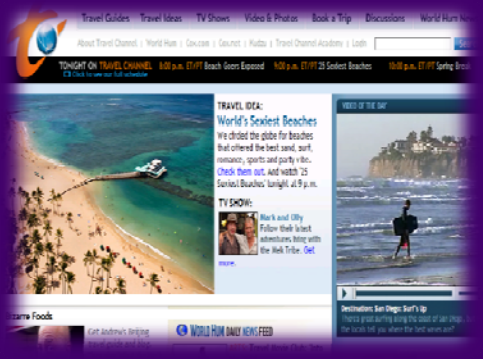
Marriott's fastest growing channel, generates $7.1 million in bookings per day

Boasts the highest site performance ranking in the hotel industry (almost 2x nearest competitor)

# NASA rockets personal experiences around the world



# Four major forces that are shaping the Web



Consumers have ever-higher expectations of having their *own* Web experience

*It's all about me!"*

Channels are multiplying and will have a huge impact on how, when and where users interact with you

*"Anytime, anywhere"*

Web users want to have a voice, they want to know that they are being heard, and they want to connect online with like-minded people

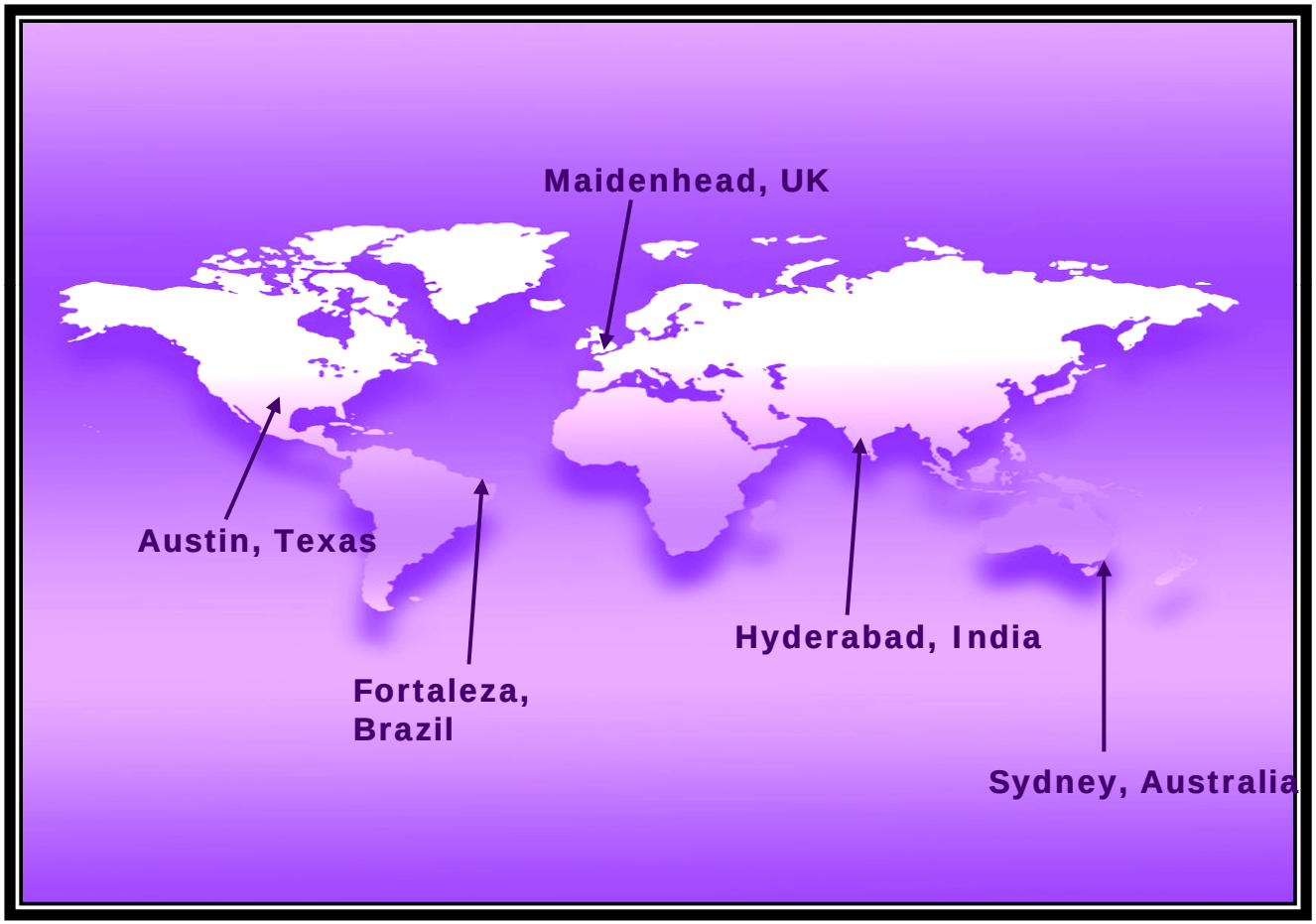
"*I am among friends*"

Everything about the Web is growing explosively: user population, number of Web devices, volume and types of content

*"It will never be less complex than today"*

# Customer Care Support Centers

- Web Based CRM
- 95% initial contact through CRM
- CRM and phone follow-up

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Do you want
a collection of
brilliant minds
or
a brilliant collection
of minds?

R. Meredith Belbin

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VIGNETTE connect

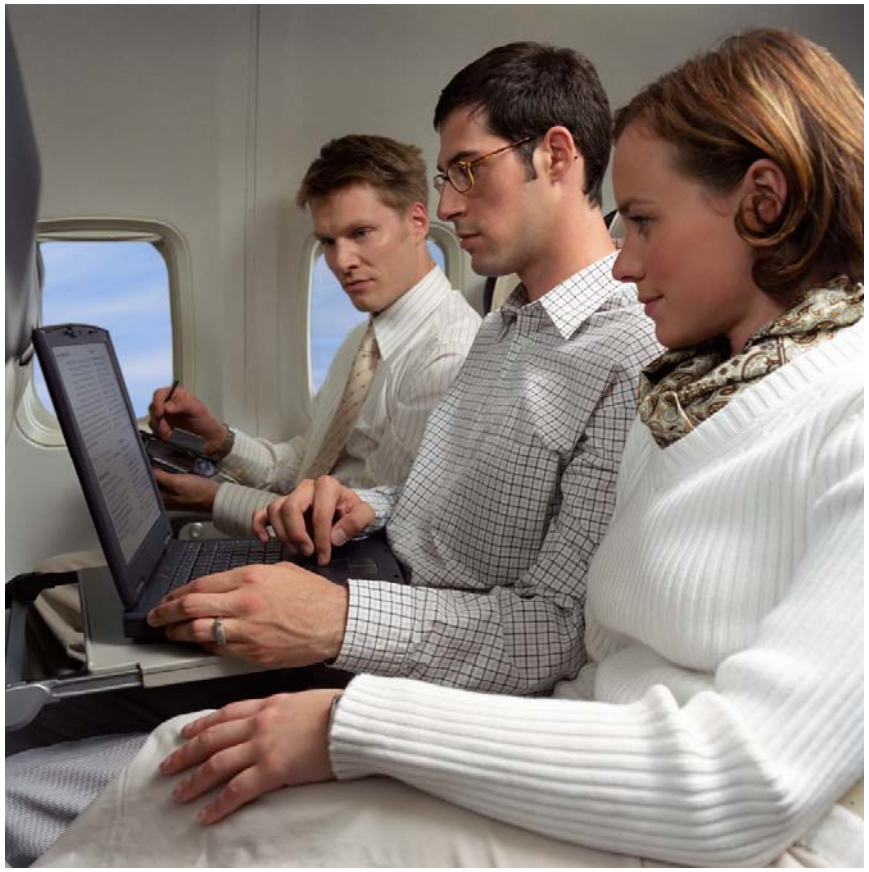
Forums

Developer Connection

Products

Best Practices

Support Incidents



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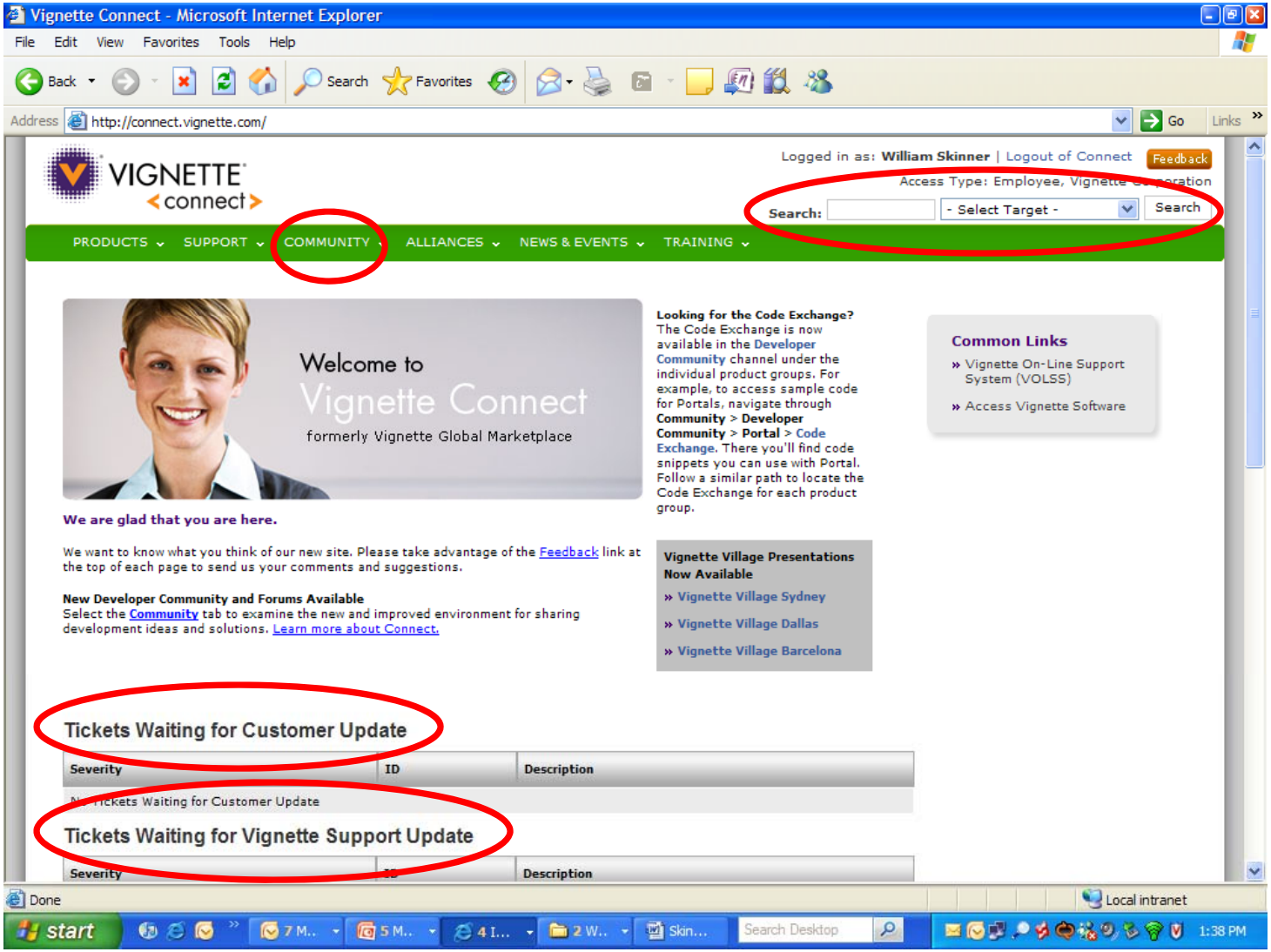
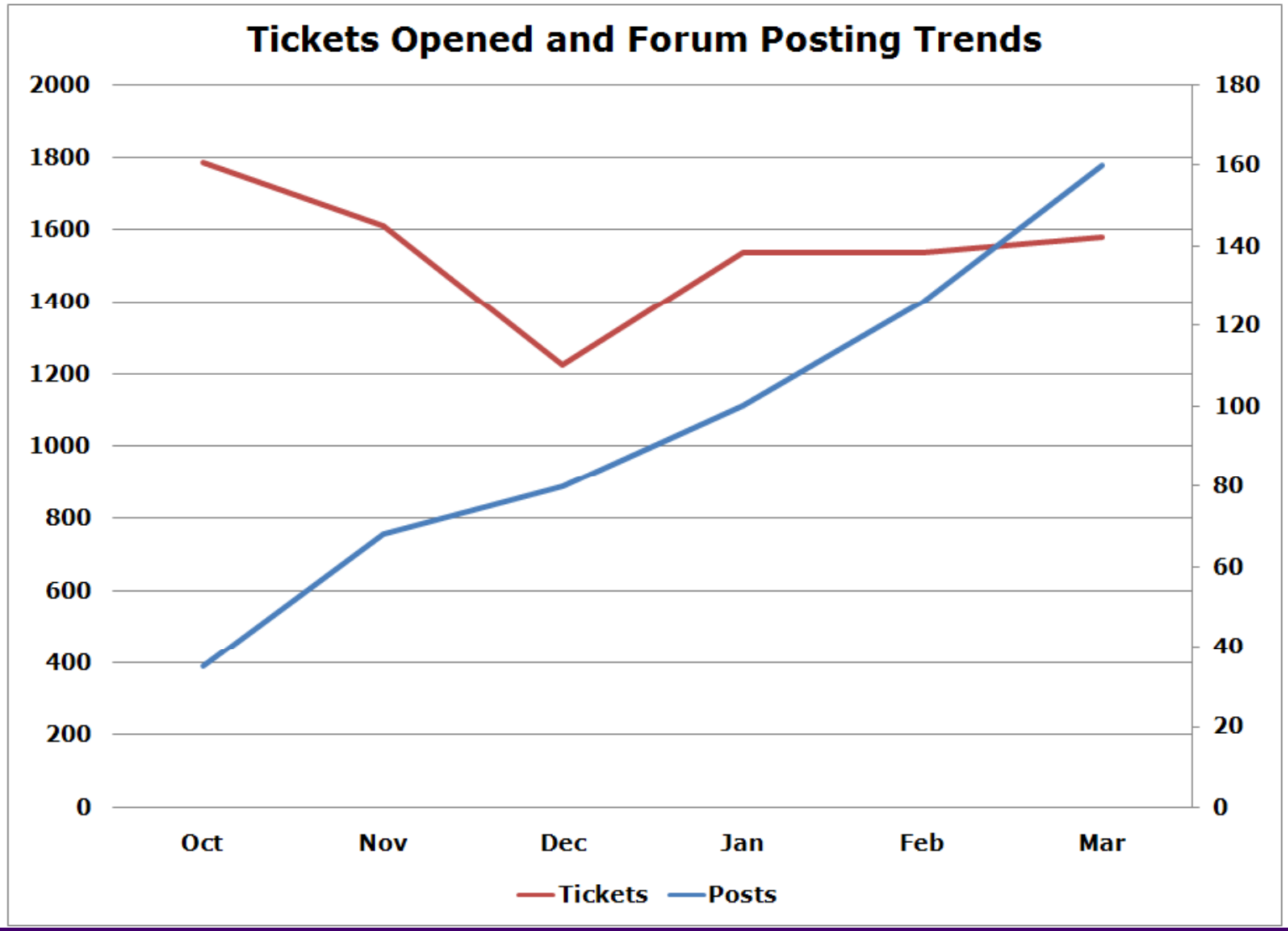
# MyVignette Connect



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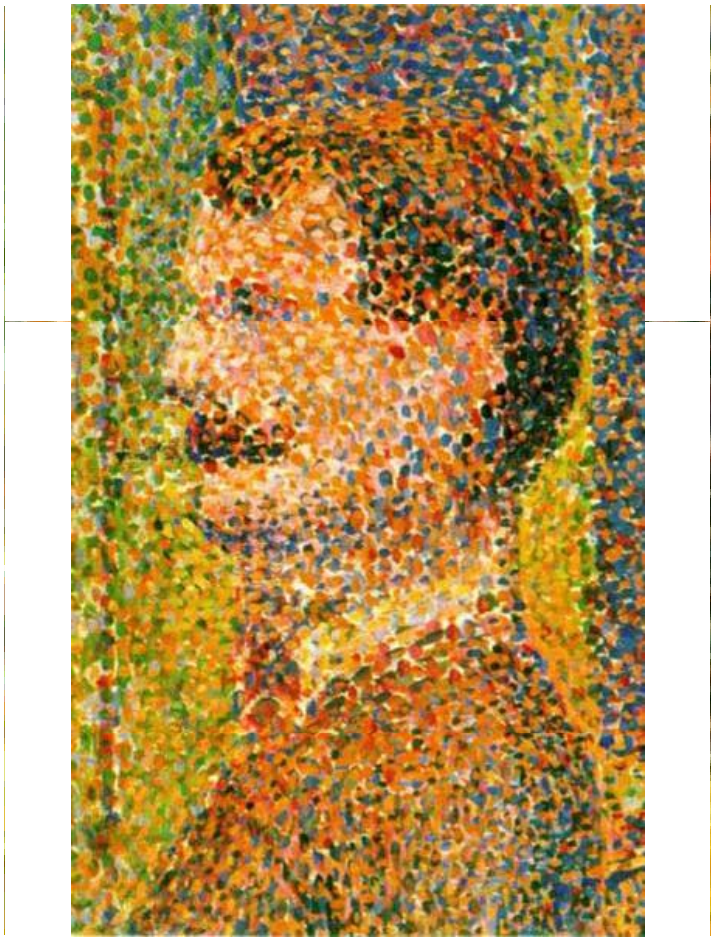

National Aeronautics
and Space Administration

Focus:

Ensuring Customer Success

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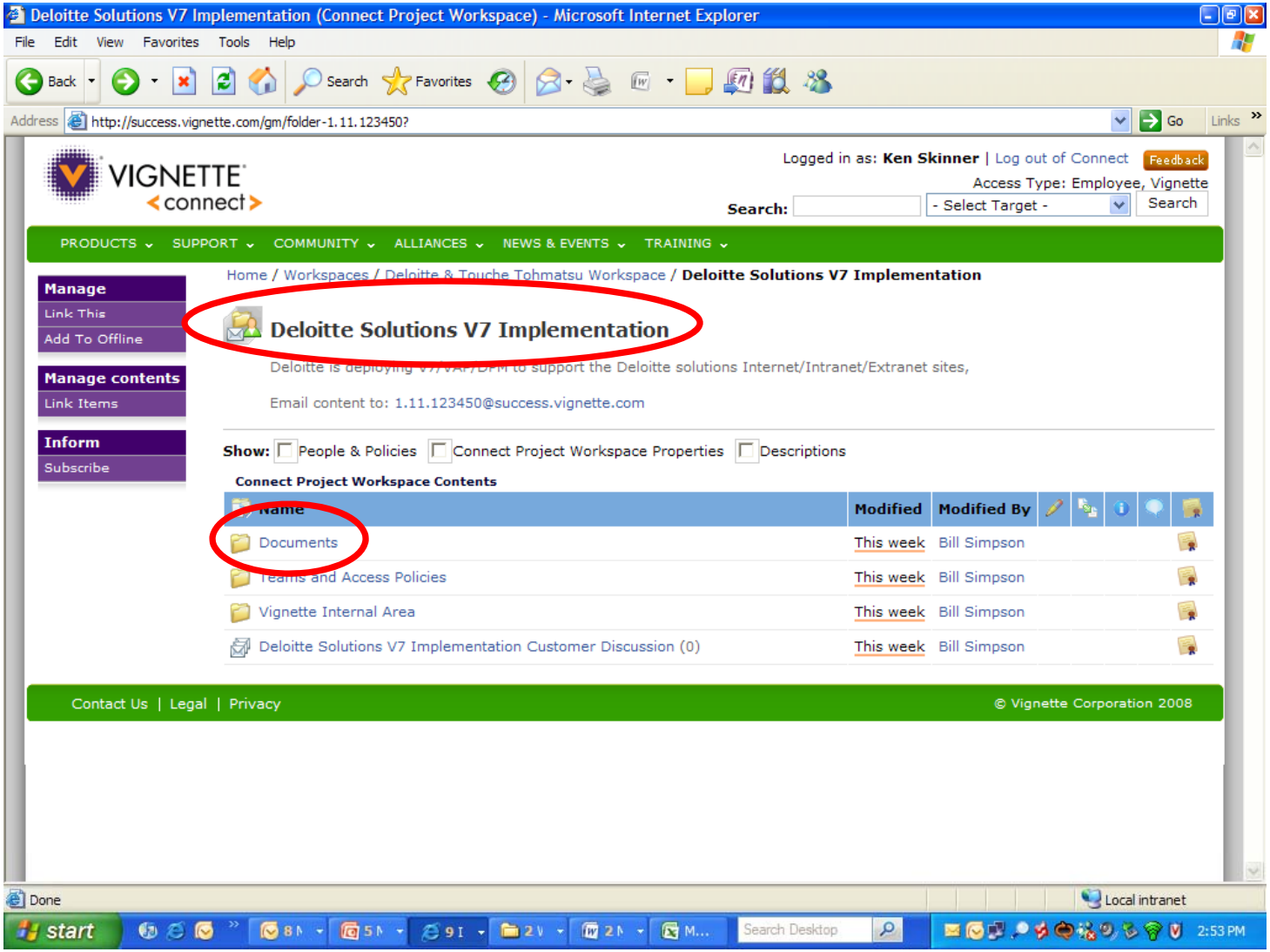
# Project and Operational Workspaces



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