Content-driven Delivery

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Inception

Over 50% of the world's population is under 30 yrs…

Reading and Writing Online

An average student, in one year:

Read: 8 paper books vs. 2,300 web pages

Wrote: 42 pages of assignments vs. 500 pages of email

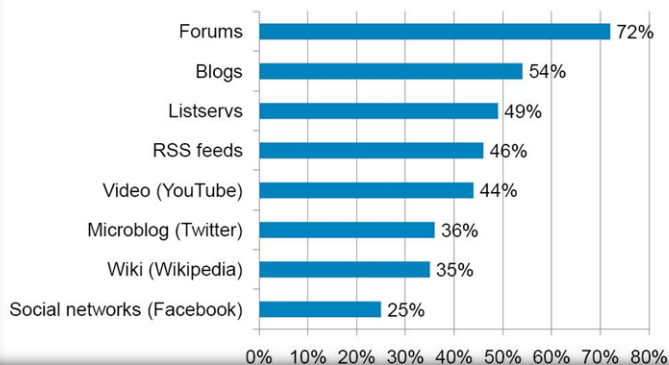Bought: textbooks worth $100, but never opened them

Viewed: 1,281 Facebook profiles
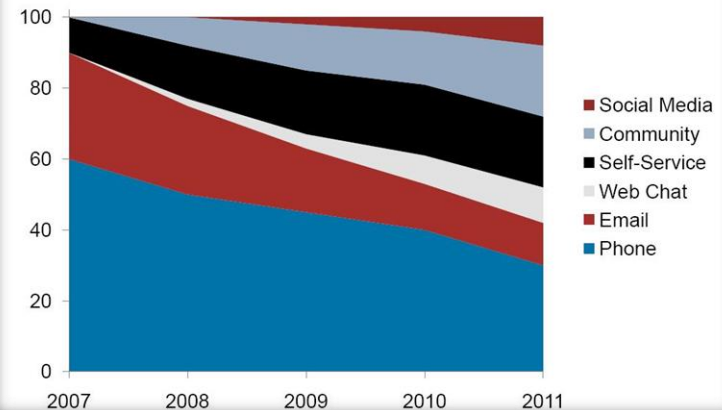
Self-survey of digital ethnography students

Support is now 24x7 online, and text-based

New-age users grew up on the web; they expect text-based support.

Online Tools Used to Provide Service Or Support to Customers

Tool	Percent
Forums	72%
Blogs	54%
Listservs	49%
RSS feeds	46%
Video (YouTube)	44%
Microblog (Twitter)	36%
Wiki (Wikipedia)	35%
Social networks (Facebook)	25%

Percent of Customer Issues by Channel

Legend: Social Media, Community, Self-Service, Web Chat, Email, Phone

Source: TSIA Benchmark and TSIA Social Media Survey data

© 2010 Technology Survey Industry Limited

"Companies with higher customer satisfaction levels, including higher satisfaction with online support systems, have better long-term sales and profits."

"Immediate access to data has become a cultural expectation."

Carolyn Lawson, Director of eServices, State of California, 5/25/10

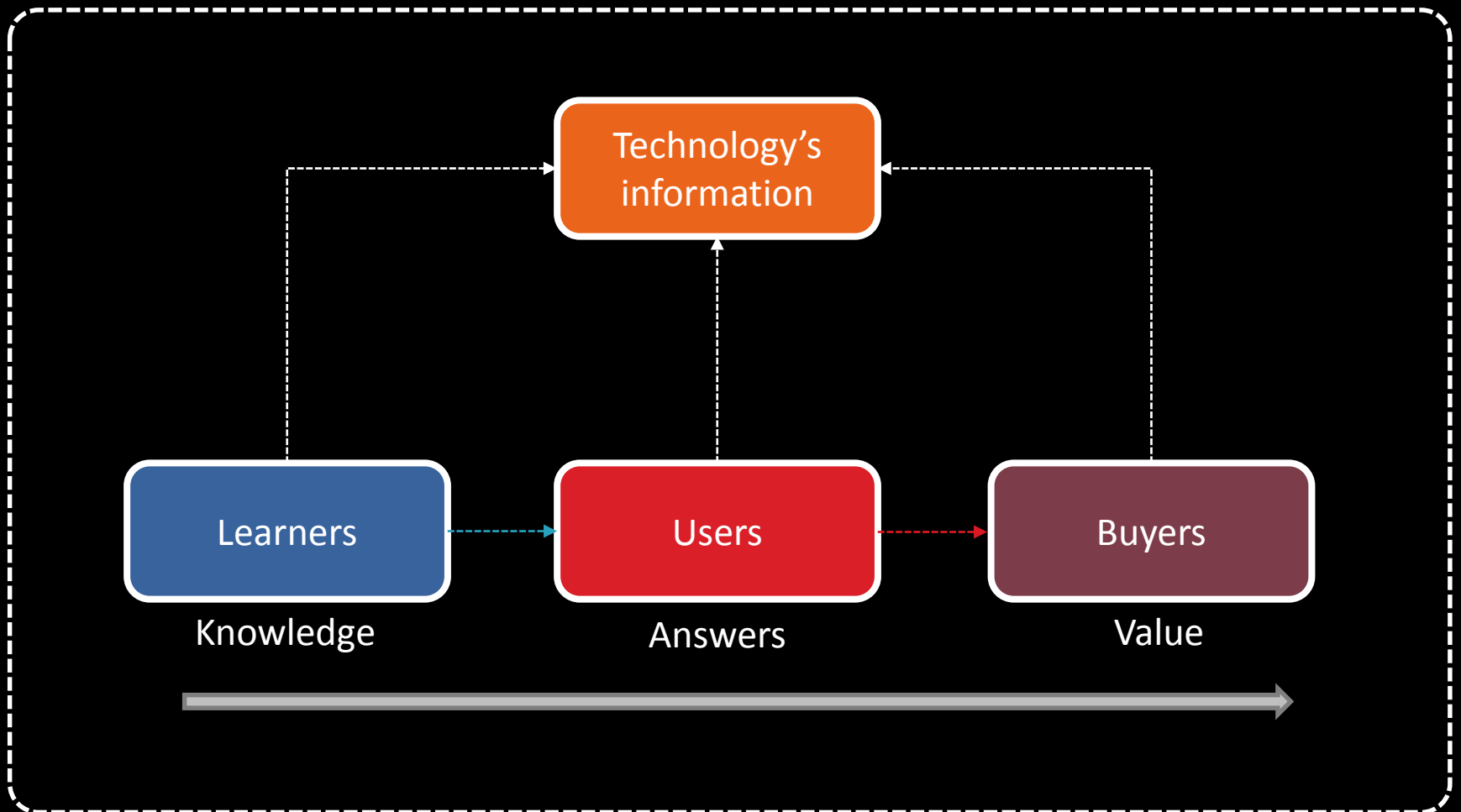"55% customers expect a SAME-DAY response to any online inquiry."

www.instituteofcustomerservice.com
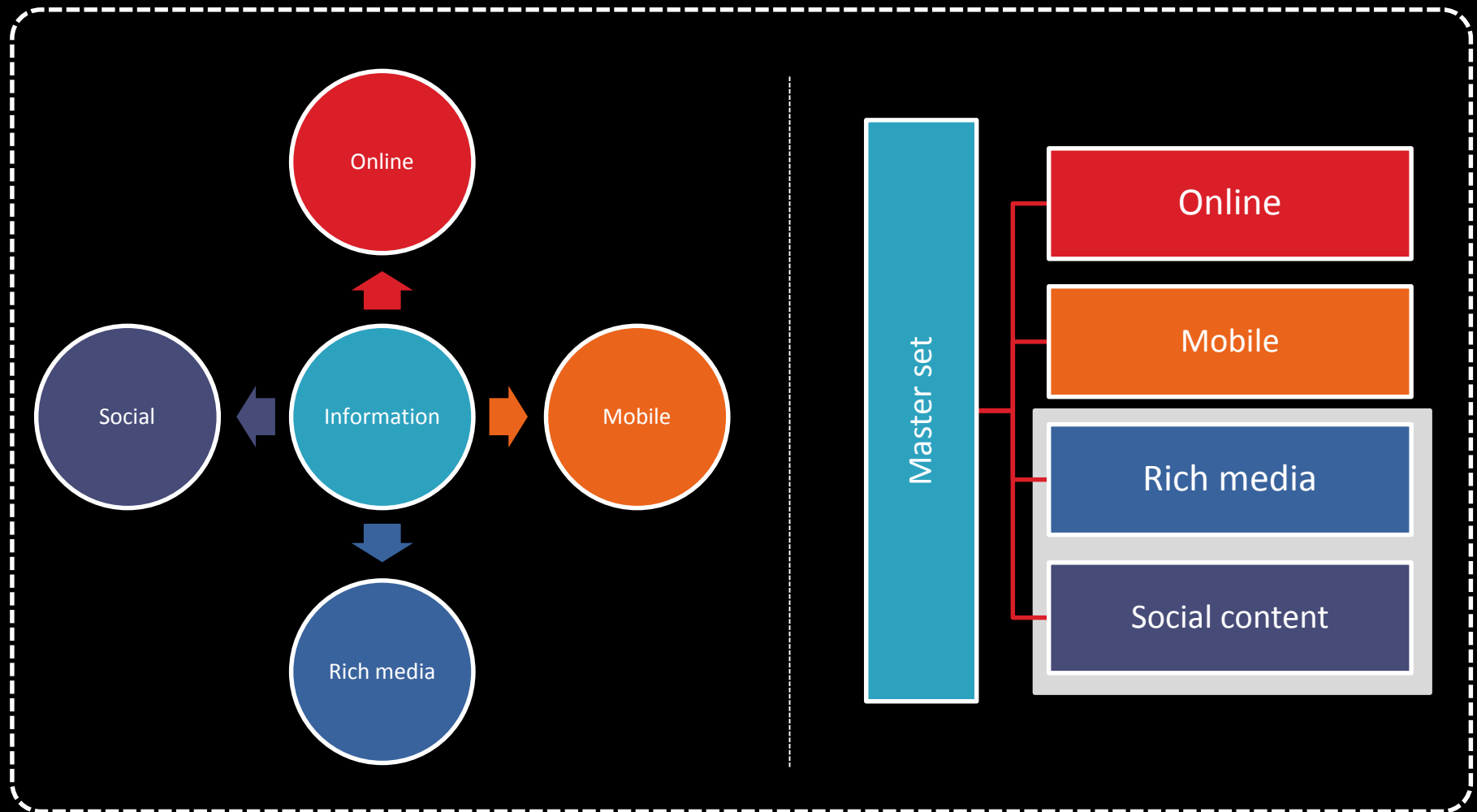
Reality check

Information consumers

Let's look beyond personas.

Information platforms

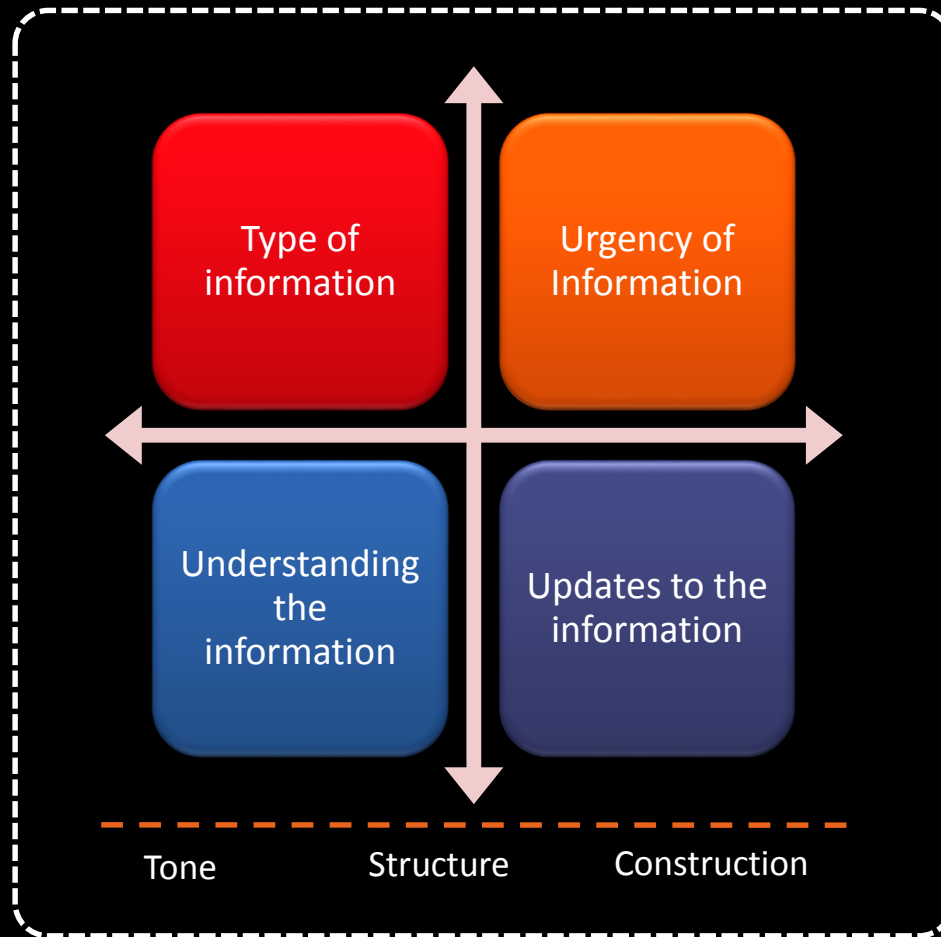Let's look beyond traditional single sourcing. It's not just reuse anymore.

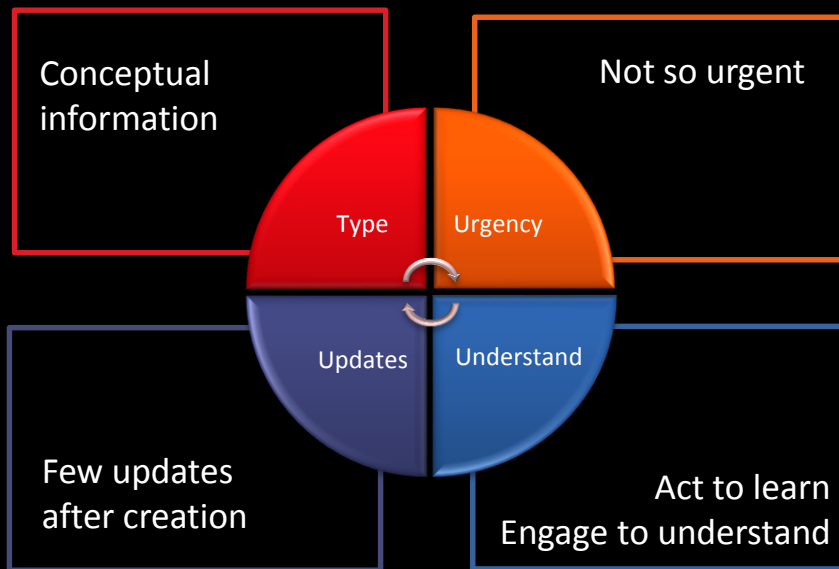# The response

Content-driven delivery model

Information is best used when available in appropriate and friendly format.

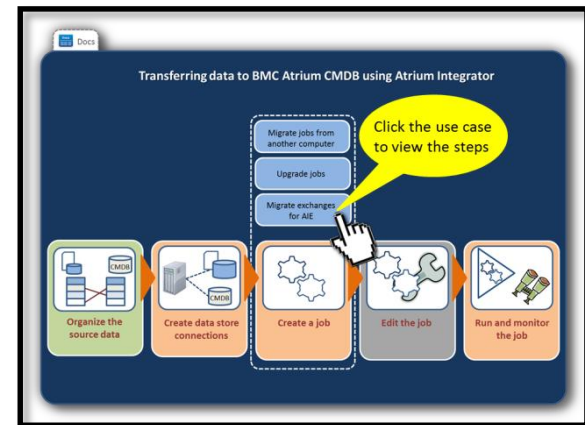Can we use a 'Nano' as an ambulance…?

Interactive medium

Reading conceptual information can become enticing if made engaging

Conceptual information

Not so urgent

Type

Urgency

Updates

Understand

Few updates after creation

Act to learn
Engage to understand

Tone: Conversational touch

Structure: Problem-driven

Construction: Story board

Transferring data to BMC Atrium CMDB using Atrium Integrator

Migrate jobs from another computer

Upgrade jobs

Migrate exchanges for AIE

Click the use case to view the steps

Organize the source data

Create data store connections

Create a job

Edit the job

Run and monitor the job

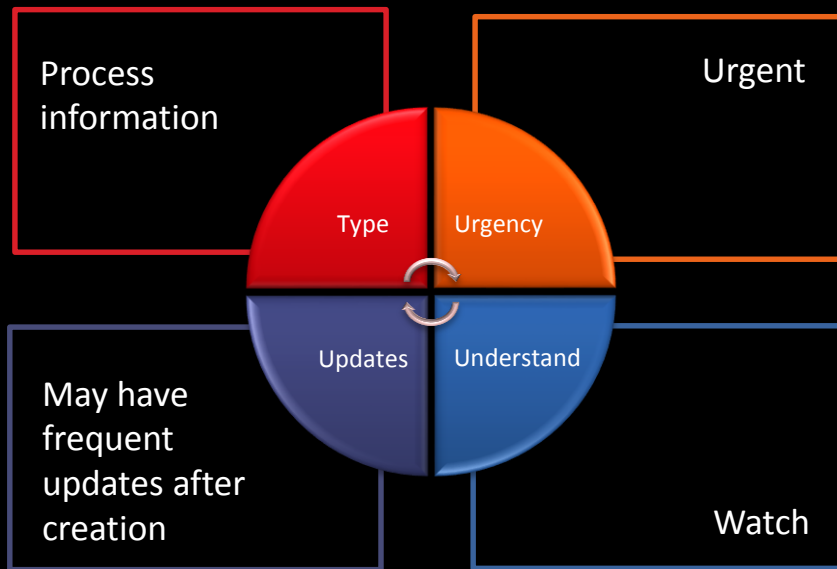## Deliverables
eBooks | Interactive graphics | Domain games

Graphical medium

A process is easier to understand when seen than read.

Process information	**Urgent**
May have frequent updates after creation	**Watch**

Type · Urgency · Updates · Understand

Tone: Minimalistic

Structure: Task-oriented

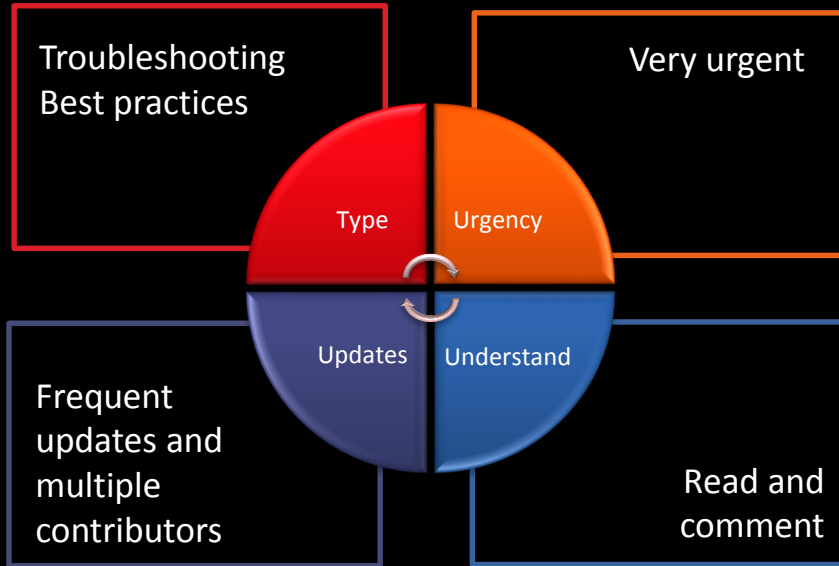**Construction:** Flow-based storyboarding
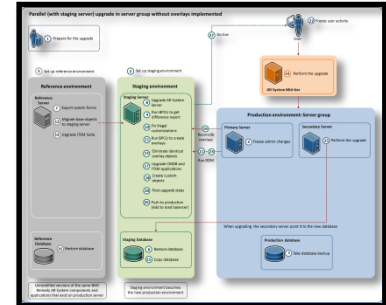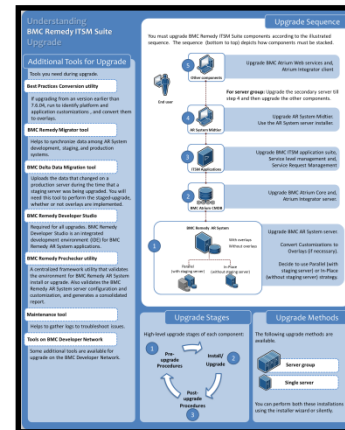
Deliverables

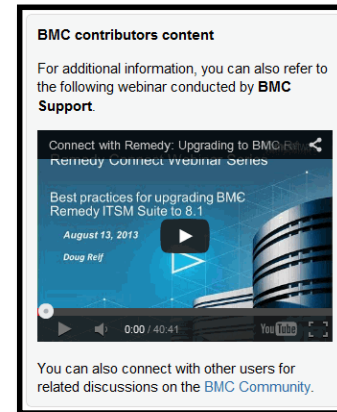Infographics| Linked process graphics | Graphical quickstart guide

Social platform

Users use a product more than the developers. They also use competitive products, thus they have more to share.

Troubleshooting
Best practices

Very urgent

Type

Urgency

Updates

Understand

Frequent updates and multiple contributors

Read and comment

Tone: Formal

Structure: Comments

Construction: Crowd-sourcing

BMC contributors content

For additional information, you can also refer to the following webinar conducted by **BMC Support**.

Connect with Remedy: Upgrading to BMC Remedy Connect Webinar Series

Best practices for upgrading BMC Remedy ITSM Suite to 8.1

August 13, 2013

Doug Relf

0:00 / 40:41

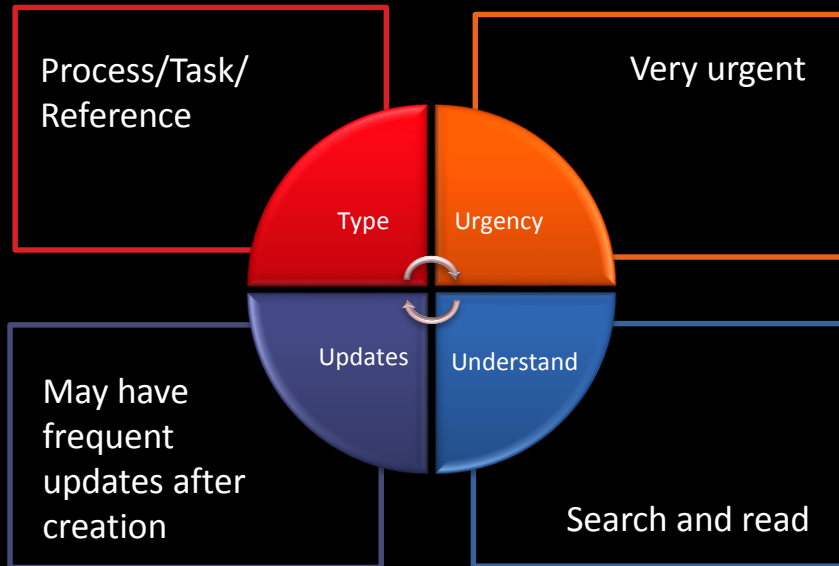You can also connect with other users for related discussions on the BMC Community.

Deliverables
Blogs| Sourced topics | Contributor topics

Online searchable topics

When you are stuck , your brain prompts you to Google.

Process/Task/ Reference

Very urgent
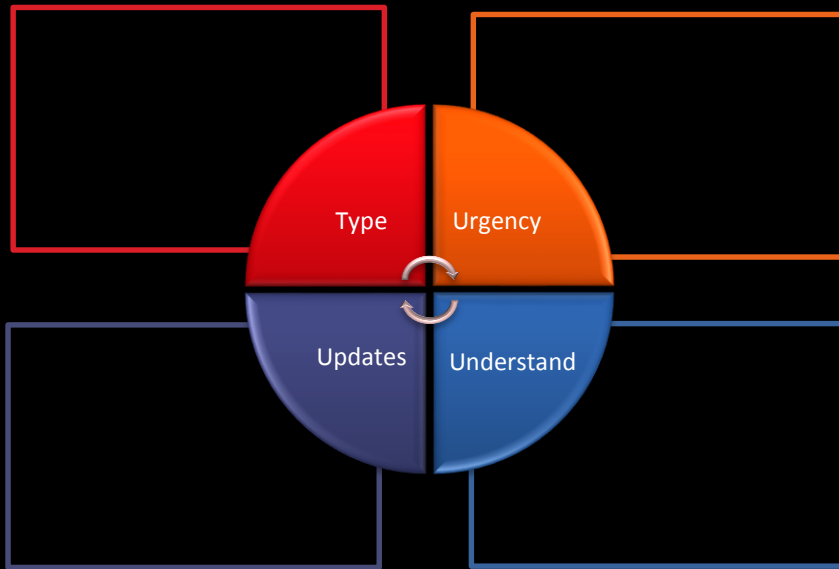
Type

Urgency

Updates

Understand

May have frequent updates after creation

Search and read

Tone: Formal

Structure: Topic-based

Construction: Topics

Deliverables
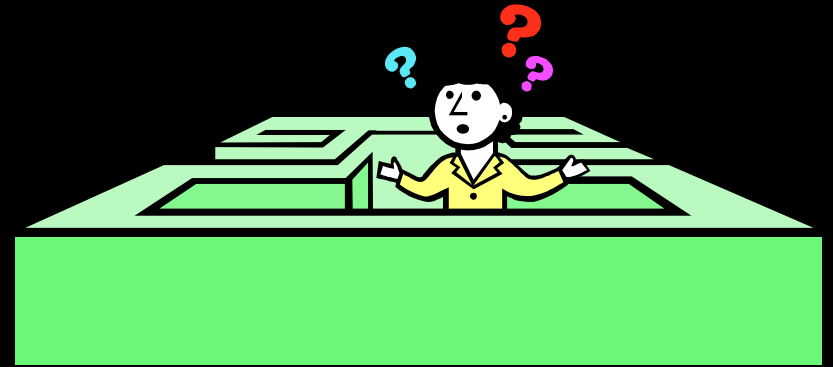| Daily bread and butter |

Audio-visual medium

Type

Urgency

Updates

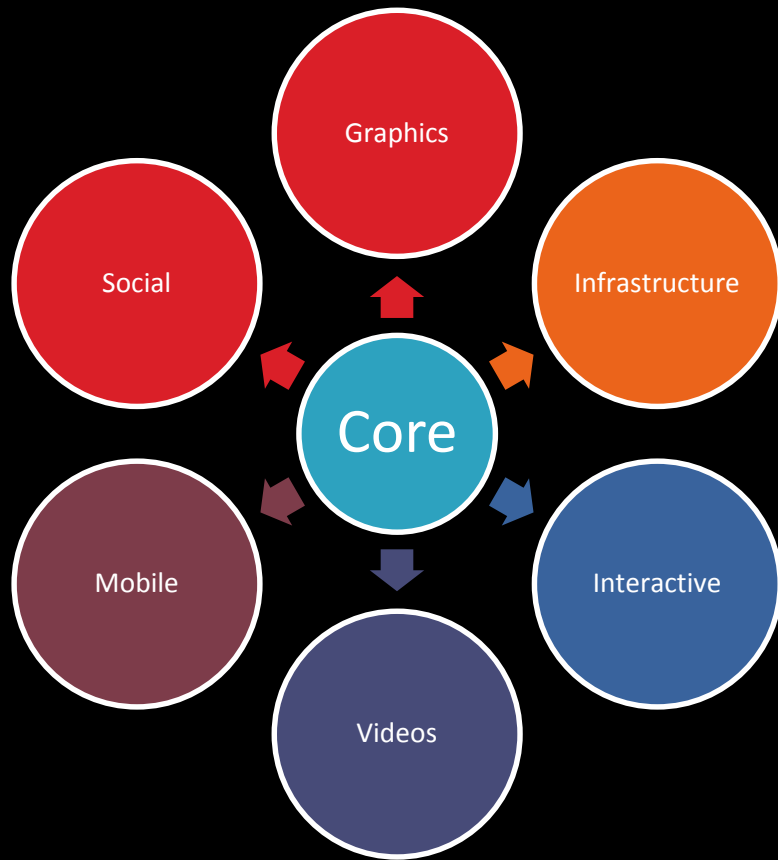Understand

Tone:

Structure:

Construction:

Let's try this one together...
Should we?

Opportunities

Multi-specialization

While core techcomm remains our key responsibility, we can bring in lot more value by dual specialization.

Graphics

Social

Infrastructure

Core

Mobile

Interactive

Videos

Individual contributor ?

Specialist ?

Lead ?

Manager ?

Director ?

And now is the time
to think loud