

# Leveraging Headless CMS to Power Cognitive Content—and a Positive Customer Digital Experience



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## Highlights

- With IBM Watson Content Hub, a headless cognitive CMS, marketers can easily manage engaging and relevant digital experiences across all channels and device types.
  - IBM Watson Content Hub makes it fast and convenient to manage content, enabling marketers and business users to easily create, find and distribute content to create personalized customer experience.
  - It's easy to get started with IBM Watson Content Hub. It's a cloud-based solution, so you're up and running quickly—and IBM Watson Content Hub easily grows with your needs.
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It's a great time to be a consumer. People have never had more choices, been more informed and had more buying power. That power has tipped the balance of competitive advantage, with customer experience outpacing product and price as differentiators. In fact, Gartner expects that customer experience will be the key brand differentiator by 2020.<sup>1</sup>

Delivering that stellar experience across digital and physical channels—each and every time—has always been difficult, and it's getting harder. The customer journey is no longer linear. People commonly shop across multiple channels, often using multiple devices—but still expect a seamless brand experience. They may place an order online and pick it up in the store. Or they may go to the store but order the item in a different size or color from their smartphones. In fact, 80 percent of smartphone users make in-store purchases from their phones.<sup>2</sup>

As a marketer, you not only have to create an exceptional digital experience for your industry, but you're competing on experiences created across all industries. Customers expect the same stellar ease of use and satisfaction, whether they are hailing a ride, ordering coffee or shopping for the latest fashions.

An exceptional customer experience begins with ensuring that your customers can easily navigate each touch point as they make a purchase. It's not enough to deliver a well-crafted, perfectly timed offer in just one channel. To drive revenue, you need to communicate the right information at the right time using the right channel.

When customers receive content that is truly informative, timely and personalized, a vital connection is formed. And that investment pays off: Organizations see a \$3 ROI for every \$1 invested in customer experience.<sup>3</sup>

But the cost of disappointment is also high. Twenty-five percent of customers will go to a competitor after a single bad experience.<sup>4</sup>



<sup>1</sup> "Gartner Predicts a Customer Experience Battlefield," Tom McCall, Gartner, February 18, 2015, <http://www.gartner.com/smarterwithgartner/test/>

<sup>2</sup> "The New Digital Divide," Deloitte University Press, Sept. 12, 2016, <https://dupress.deloitte.com/dup-us-en/industry/retail-distribution/digital-divide-changing-consumer-behavior.html>

<sup>3</sup> "CIO Workshop," ZDNet, June 14, 2016, <http://www.zdnet.com/article/cio-workshop-roi-of-customer-experience/>

<sup>4</sup> "The Cost of Crappy Customer Experiences Infographic," Thunderhead, 2015 <https://www.thunderhead.com/the-cost-of-crappy-customer-experiences>

## A Growing Content Challenge

As consumers rely on more digital channels, the number of digital touch points is growing. Marketers must quickly find and present relevant content for social media ads, campaign landing pages, microsites and e-commerce sites. Content must be displayed flawlessly across different smartphones, tablets and other mobile devices.

The rise of the Internet of Things (IoT) is driving the need for more content in more formats, too. Wearable devices that have a display, like smartwatches or health monitors, also need content, but provide a completely different experience than phones or full browsers. Connected cars deliver a personalized online driving experience by marrying relevant content with location technologies.

The challenge is that marketers must create and manage growing volumes of content for a growing number of channels. Content creation is an ongoing effort, with content created by teams of agencies and marketers. It's hard to keep all of that content organized, especially as content grows so quickly.

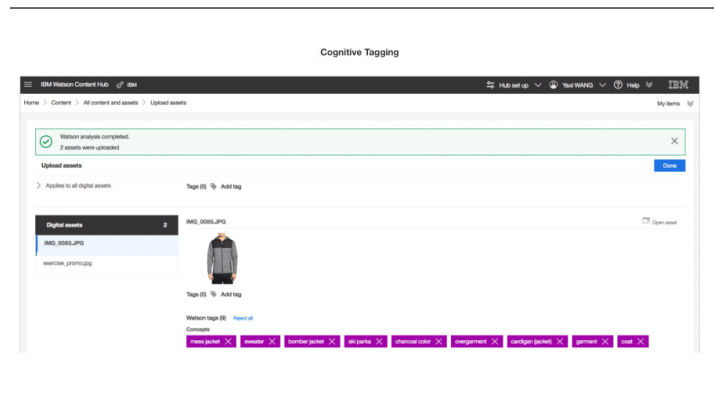
Finding the right content and image can be difficult, too. Search engines are only as good as the data you feed them. People don't always tag as thoroughly as they should, making it harder to find content later. Creating, resizing and tagging images is a time-consuming and manual process. And once content and images are created, it can be incredibly difficult for other people to find and use easily. And that leads to wasted resources and frustration.

Businesses can use a headless content management system (CMS) to simplify the challenges of omnichannel marketing. A headless CMS lets you manage content independently of how the content is delivered or presented. A headless CMS creates a single repository underneath all the tools you use—whether for email campaigns, social campaigns, website development or e-commerce—to make communications with customers a more consistent and compelling experience. When businesses have a complete view of content, they can tag content in ways that make it easier to reuse and deliver business value.

## Work Smarter with Cognitive Content

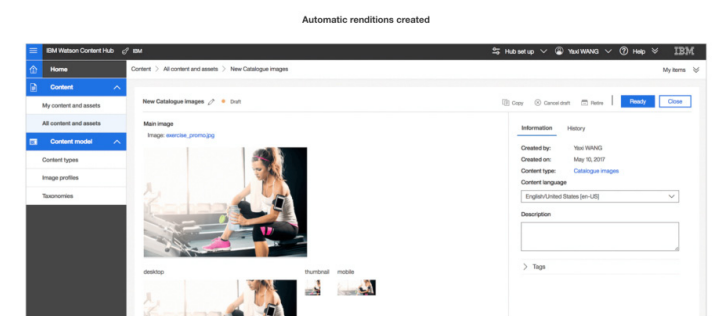
It's time for marketers to work smarter with content. With IBM Watson Content Hub, a headless cognitive CMS, marketers can easily manage engaging and relevant digital experiences across all channels and device types. IBM Watson Content Hub lets you create a single place to manage all of your digital assets and make them easily consumable.

IBM Watson Content Hub is built on the power of Watson. With the power of AI, businesses in dozens of industries use IBM Watson Content Hub to uncover insights, engage in new ways and make better decisions.



IBM Watson Content Hub analyzes images and documents that you upload to provide automated tagging. You can add and delete tags as you like.

## Gartner expects that customer experience will be the key brand differentiator by 2020.



IBM Watson Content Hub eliminates the need to resize images for different digital channels. Multiple renditions are created automatically, saving time and eliminating tedious work.

## Four Ways to Improve the Customer Experience

1. Find and retrieve the right assets fast.
2. Create content easily.
3. Deliver content tailored to the channel.
4. Improve teamwork.

IBM Watson Content Hub is designed for today's fast-paced, complex omnichannel marketing efforts. It's cognitive-infused, making it easier to deliver the right content at the right time. IBM Watson Content Hub is a headless CMS, so your data is not tied to any one way of doing things, keeping you agile in a fast-changing digital world.

IBM Watson Content Hub is easy to use. It's designed for business users to be able to easily pick and use content in any channel. You don't need to be a web developer or graphic designer or have any specialized skills. And as a cloud application, it's accessible from any mobile device or desktop computer.

IBM Watson Content Hub has broad appeal across line-of-business and IT teams who work collaboratively to create and tune the digital experience. Customer experience designers who plan content and campaigns across customer interactions can use IBM Watson Content Hub to quickly update offers across multiple channels. Channel owners who curate content and assets across the entire customer journey can easily organize and find content and accelerate optimization. Merchandisers can quickly and update content on the e-commerce site without assistance from a web development team.

By putting the power of cognitive content in the hands of the business, developers can focus on enhancing the digital experience and other strategic projects instead of scrambling to meet rush requests from marketing to update a website or build campaign pages. With IBM Watson Content Hub, cross-functional teams can work fluidly to capitalize on hot trends and opportunities.

## Four Ways to Make Content Management Easier

IBM Watson Content Hub makes it fast and convenient to manage content, enabling marketers and business users to easily create, find and distribute the right content at the right time and in the right format to create personalized customer experience.

With IBM Watson Content Hub, marketers and business users can:

- 1. Find and retrieve the right assets fast.** You can use IBM Watson Content Hub to manage any kind of digital asset, from social media ads to landing pages, articles, blogs and videos. You can easily search and select the content you need. Only relevant text and images appear in the searches, and IBM Watson Content Hub will suggest what content will work best. That saves time, allowing you to create campaigns easily and refine them faster. IBM Watson Content Hub uses visual recognition to cognitively tag new content as it's uploaded, saving time and effort. You can eliminate the manual work of tagging images, creating keywords for documents (including PDFs) and resizing images.

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## Twenty-five percent of customers will go to a competitor after a single bad experience.

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- 2. Create content easily.** Drag-and-drop tools make it easy to select the elements you want, and then quickly update and publish content. The right size image is automatically selected, whether it's for a web page, mobile phone, smart watch or other device.
- 3. Distribute content tailored to the channel.** Your customers, prospects and partners benefit from the fluid experience you've created. Images, text and messaging are consistent, regardless of the digital channel. And no matter which devices your customers use, the content always looks great.
- 4. Improve teamwork.** Delivering a consistent customer experience depends on the work of a broad team whose members range from finance, business to IT. With IBM Watson Content Hub, teams can work smarter and more efficiently as they create an exceptional experience.

## Build Your Brand with Cognitive Content

It's easy to get started with IBM Watson Content Hub. It's a cloud-based solution, so you're up and running quickly—and IBM Watson Content Hub easily grows with your needs. It's ideal for agencies and marketers that want to quickly execute projects and campaigns. Costs start at \$250 a month, and you pay only for what you use, so everyone can contribute at no extra cost.

You can also integrate IBM Watson Content Hub with your current marketing, e-commerce site, enterprise CMS and IoT devices through an open API. This enables you to use a single content management system for all the digital tools you use to engage your customers.

Sign up for a free 30-day trial.

<https://www.ibm.com/us-en/marketplace/cloud-cms-solution>