



CONTENTFUL SOLUTION BRIEF

# Knowledge Base

Content infrastructure that is unified, structured and extensible is a prerequisite for omnichannel, self-service customer experiences



## FAST FACTS

### **Tired of redundant tools? Swamped with unnecessary technical debt and complexity?**

Knowledge bases powered by Contentful put content at the core of your stack, providing an easily searchable single source of truth for all customer queries, regardless of language or channel.

### **Unable to manage the full spectrum of your customers' needs?**

Self-service experiences that support every stage of the customer journey are within reach. With content infrastructure, consistent and up-to-date omnichannel experiences will be your new competitive edge.

### **Difficulty attracting top engineering talent?**

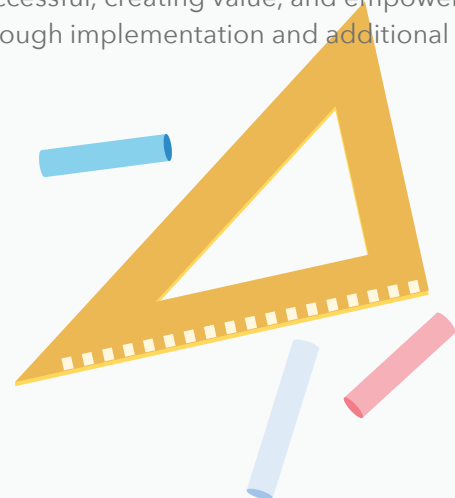
Our knowledge base solution empowers developers to stick with their favorite language or framework. We provide the SDKs, tutorials, demos, sample apps and integrations that will have even the most sought after candidates knocking on your door.

### **Lack in-house expertise?**

Contentful's global customer success team spans three continents and advises the world's leading brands on content architecture and modeling best practices. Our team collaborates on roadmaps and helps businesses start small, prove value and scale across businesses, channels and geographies.

### **Prefer to work with an agency?**

Our global network of top agency partners is dedicated to making our shared customers successful, creating value, and empowering teams through implementation and additional staffing.





# Benefits

## Unified

Telus prioritized self-service content for their customer journey and continuously improve their dialogue flows based on automated and customer feedback. Then, they create improved content based on what others have found engaging. Customers who provide negative feedback on a dialogue step are automatically transferred to an agent, which preserves the customer experience.



- **9.2%** decrease in visitors entering the website at the Contact Us page
- **10%** increase in article traffic from within the website
- **10.2%** decrease in support visitors going to the Contact Us page
- **17.5%** increase in article traffic from organic search
- **100%** increase in visits from the Contact Us page to the Telus support experience
- **9%** reduction in overall support costs

[Read their full story](#)

## Connected

- Integrate content with, and from, preferred platforms and services
- Plays well with other systems, including existing CMSes
- Leverage an ecosystem of purpose-built services in your software stack
- Drive more ROI from the platforms in which you've already invested: commerce, experimentation, personalization—even run in parallel with other CMSes



"One of the main reasons we chose Contentful was that it gave us the ability to customize our end-user experience by developing UI extensions. This has allowed us to begin building experimentation into our content creation workflow."  
— Brad Taylor, Senior Front End Engineer, Optimizely

[Read their full story](#)



## Flexible

- Reduce complexity
- Model content based on your business needs, not technical limitations
- Use your preferred programming languages and frameworks



TUI easily integrated its content into new microservices architecture with a single interface for their editors to configure the overarching content structure, and to centralize the editorial data storage. TUI Nordic saw an impressive gain in developer and content editor team productivity.

“Contentful is a great fit with our speed-oriented architecture.”

– Lukas Edenfelt, Development Lead, TUI Nordic

[Read their full story](#)

## Low-risk

- Start small, use what you need to prove the value, then scale with confidence on an enterprise-grade platform
- No need to rip and replace existing systems
- Partner with the experienced market leader
- Future-proof your digital products for the next redesign or re-platform that won't fail as you scale



Sportswear giant Nike partnered with design agency Demodern to develop an interactive digital wall for their flagship stores. Contentful's user-friendly UI and integration via API into Adobe AIR enabled the production of a working prototype in only three days.

“Such short turnaround time would be unimaginable if we would have decided to create our own backend.”

– Florian Mueller, Project Manager at Demodern

[Read their full story](#)



## CUSTOMERS ARE THE MOST VALUABLE ASSET

Digital channels aren't just for acquiring customers; they are an essential part of any company that wants to retain their most valuable asset: their existing customers. Digital experiences shouldn't just sell; they should serve.

## A FRAGMENTED ECOSYSTEM

Savvy technical champions are often stymied by internal bureaucracy, redundant tools and systems across teams, and information silos. Legacy systems, multiple codebases and integration issues remain. Budgets are spent keeping the lights on rather than innovating, while over-complexity and old infrastructure keep organizations from maturing.

To complicate matter more, as companies grow and build new offerings, it becomes more difficult to keep customer support and knowledge bases up to date. Teams' activities change faster than IT can support, and a constant evolution of user needs results in ever-shifting targets.

## OMNICHANNEL, SELF-SERVICE ARE THE NEW BENCHMARKS

The research shows that consumers want self-service. A positive self-service experience leads to more satisfied and engaged customers. But because self-service spans a variety of touchpoints, it's challenging to design a singular self-service experience that functions well across all channels.

Unsurprisingly, customers also want easily searchable answers in the way (read: device and channel of choice) that is easiest for them. But, except for some early adopters, most businesses today haven't prioritized the second half of the buying journey.

## HEADLESS ALONE ISN'T ENOUGH

It's not enough to just go headless by separating the front end from the backend. Modern content management powers knowledge bases that are unified, structured and extensible. Contentful breaks down silos and supports both business and technical teams with agile workflows, seamless user management and schemas that can be evolved programmatically.

[Talk to a Contentful expert](#) to learn more about how Contentful-powered agile ecommerce can solve the problems created by traditional CMSes.





## Your trusted partner



### Governance

- SSO manages access to your critical systems
- Teams, roles and permissions give users granular access to projects relevant to them
- User Management API scales provisioning and deprovisioning for admins



### Compliance

- Compliance with industry standards, regulations, and certifications
- PCI DSS for credit card security compliance
  - GDPR compliance with the European Union's General Data Protection Regulation
  - ISO 27001



### Security

- [How we protect your data](#)
- [Privacy policies and processes](#)
- Status of service availability and performance: our SLAs guarantee your digital products can meet massive audience demands

### LEARN MORE

[Make information overload and outdated content a thing of the past](#)

[Why knowledge base content is critical to winning the customer experience battle](#)