

Crafting Modern, Post-Purchase Customer Experiences

You don't have to satisfy all your customers,
just the ones you want to keep.

Informed by specializes in creating post-purchase content so brands can educate, engage, and inspire their customers with media diverse, self-service digital experiences.

Connected Customers

MEMORABLE BRAND EXPERIENCE

Replace flat PDF manuals with personalized, searchable content to quickly help customers setup, assemble, install, and repair products to improve brand loyalty.

SELF-SERVICE FOR DIY CONSUMERS

Enable device optimized, self-service learning and troubleshooting tools for do-it-yourself consumers to reduce cost of service.

ENGAGED CUSTOMERS

Deliver media diverse, interactive product content that helps customers find and resolve their questions and improve customer satisfaction.

RESPONSIVE TO MARKET CONDITIONS

Identify high feature usage, measure content engagement, and capture product requests to quickly respond to changing market trends.



Features



Quick Start: Interactive guides for visual setup & assembly.



Videos: Short, task-oriented videos that address most frequently asked questions.



FAQ: Natural language, responsive content to address questions on the go.



Manuals: Convert flat PDF files into searchable, categorized content to quickly find operation, cleaning, troubleshooting and safety instructions.



Registration: Build customer profiles and connect customers to the products they own with online registration.

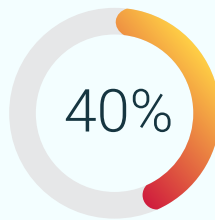


Analytics: Track and measure customer profiles, feedback, and product content engagement.



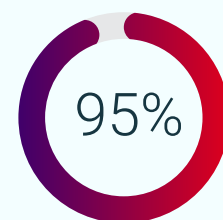
EXPECTATION

50% of customers prefer a self-service approach to solve problems post-purchase (Connected Consumers, Support.com)



REALITY

Yet more than 40% of consumers have their worst customer experience in the digital space (SDL).



RISK

95% of customers share bad experiences with others. (Zendesk) and 58% of consumers will never use a company again after a negative experience. (NewVoice)

