Content-hungry processes don’t stop when products hit store shelves or e-commerce sites. Sales and customer support teams are a key source of information for consumers during and after purchase. Customers expect more information about products than ever — and have high expectations for the teams who respond to their inquiries.

Legacy systems make it difficult or impossible to connect these downstream teams to the upstream parts of the process that are relevant to consumers. When Nuxeo spoke with product companies about their current product knowledge systems and workflows, we heard these frustrations:

- Support teams rely on disconnected resources that include out-of-date information about materials and composition, measurements, and other important product data, and have no reliable way to determine which information is current.
- Experienced sales and support personnel may be able to fulfill customer requests for information, but new team members take a long time to train, and take months or years to become fully skilled at navigating to the correct information.
- Sales and support representatives use Google and other unauthorized search tools to fulfill customer requests for information, because their own systems take too long to search. The inaccurate results create poor customer experience.
Contextual, up-to-date product knowledge

Nuxeo Platform puts up-to-date knowledge at your support teams’ fingertips. No more relying on disconnected searches that are highly dependent on the skill and expertise of the representative: with Nuxeo Platform, sales and support can easily find relevant information from every step of the Product Asset Management.

When your teams look at a product while responding to a support request, Nuxeo Platform can automatically display information from many different systems that don’t otherwise “talk to one another.” Nuxeo can keep this information updated automatically, whenever changes are made in other systems.

With information that is always accurate and updated, support teams can feel confident in their answers — and customers feel more satisfied with their support requests. Teams with a high impact on customer experience can access information created at multiple points in the Product Asset Management, from the specific materials or ingredients used in a particular batch number, to the retailers who stock a particular product near a consumer’s zip code.

Where can Nuxeo take you?

When companies connect and accelerate the product creative life cycle, products take less time to land on store shelves and customer experience improves. Now, take that idea further: connect downstream information back to upstream teams. The next generation of product knowledge management will involve omnidirectional information exchange, amplifying the voice of the customer to create more successful products.

With Nuxeo, support teams can more easily understand customer issues in context, allowing them to give better feedback to upstream teams involved in design and material choices for upcoming seasons.

To learn more about how Nuxeo can give your downstream teams instant access to upstream content in context, drive better customer experience, and smarter, faster design cycles, visit nuxeo.com/pam.