

[ZOOMIN]

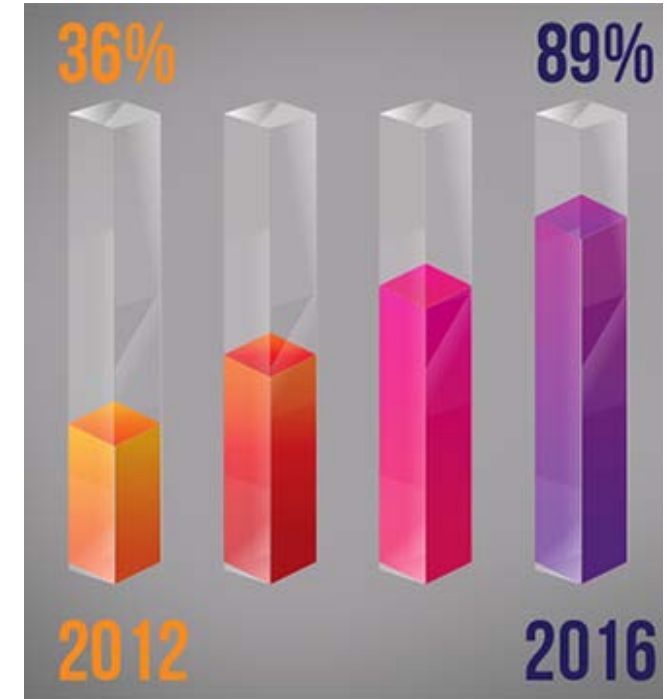
servicenow

Enhancing Customer Experience Through
Dynamic Content Publishing

The Shift to Customer Experience



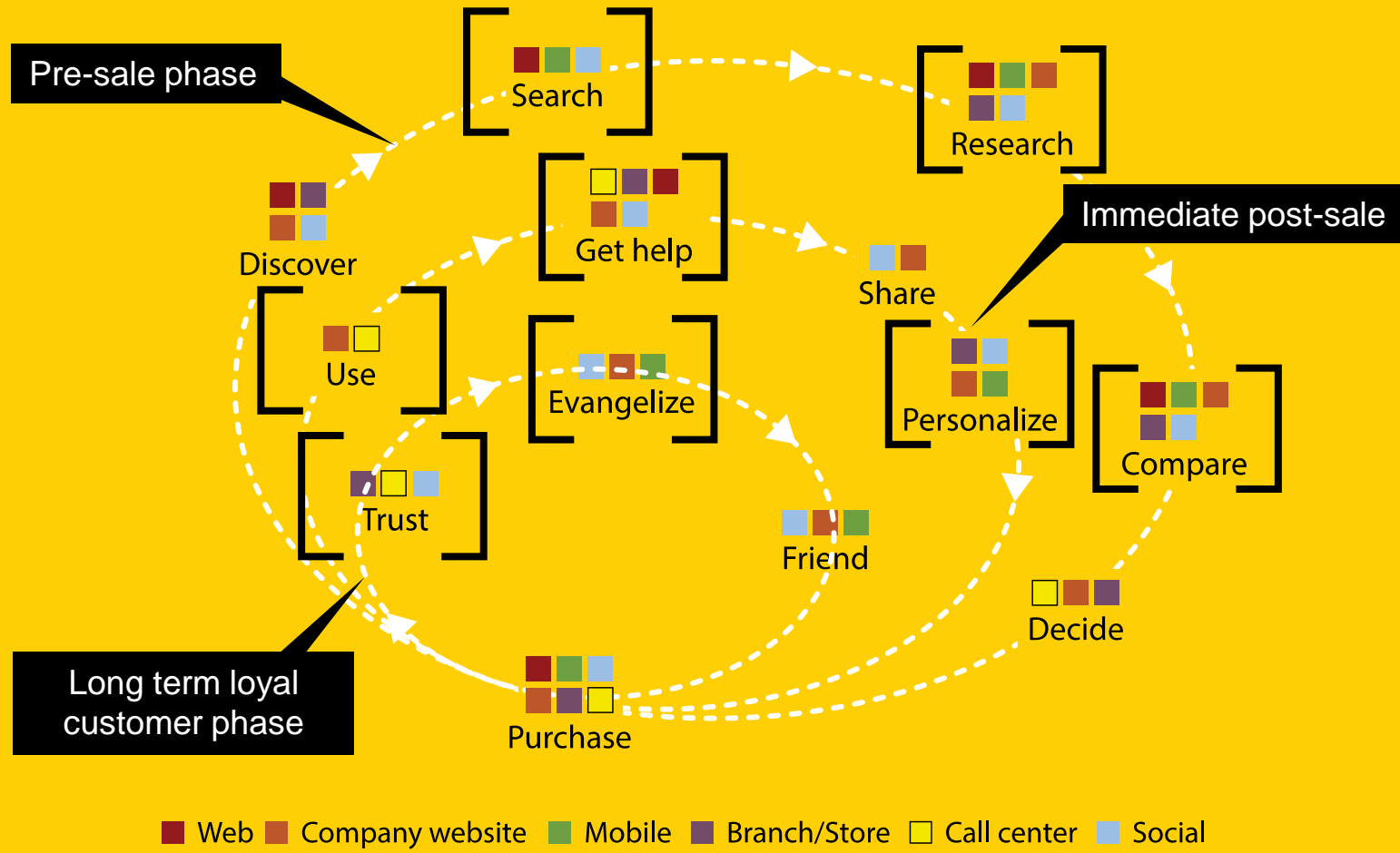
(Forrester)



Of companies expect to compete mostly on the basis of customer experience

Gartner

Product Content & The Customer Experience



Source: Forrester Research, Inc.

The Content Workflow

