

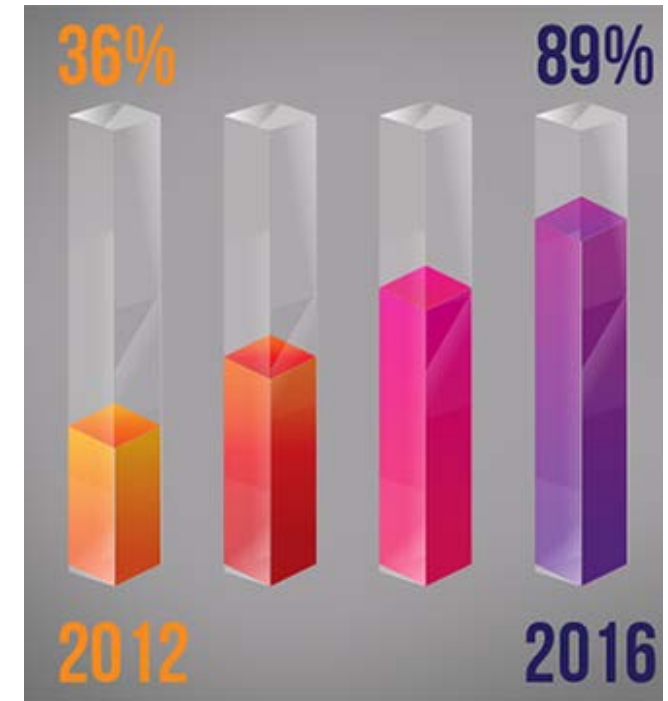


Enhancing Customer Experience Through  
Dynamic Content Publishing

# The Shift to Customer Experience



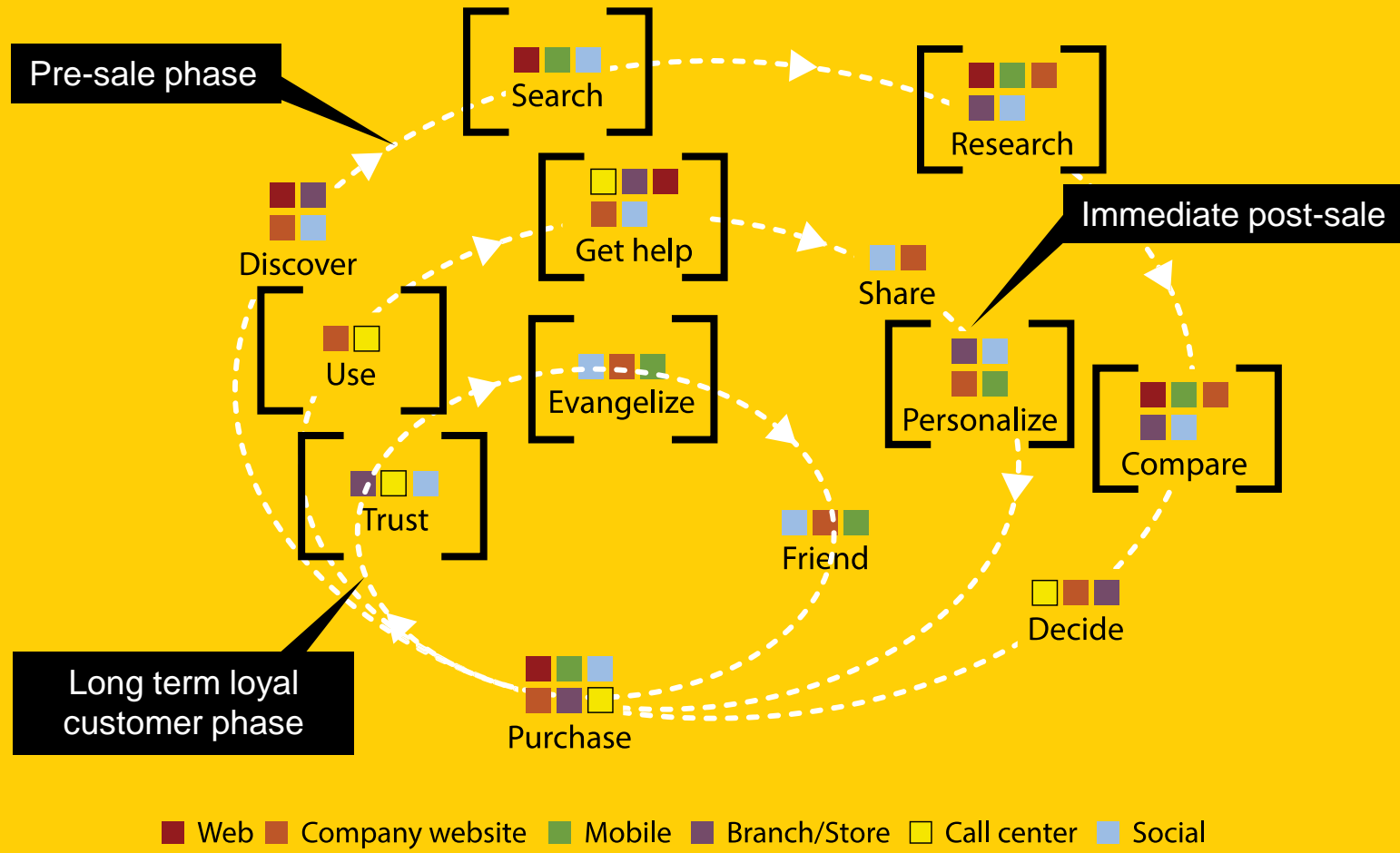
**(Forrester)**



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

