Scalable digital customer experiences
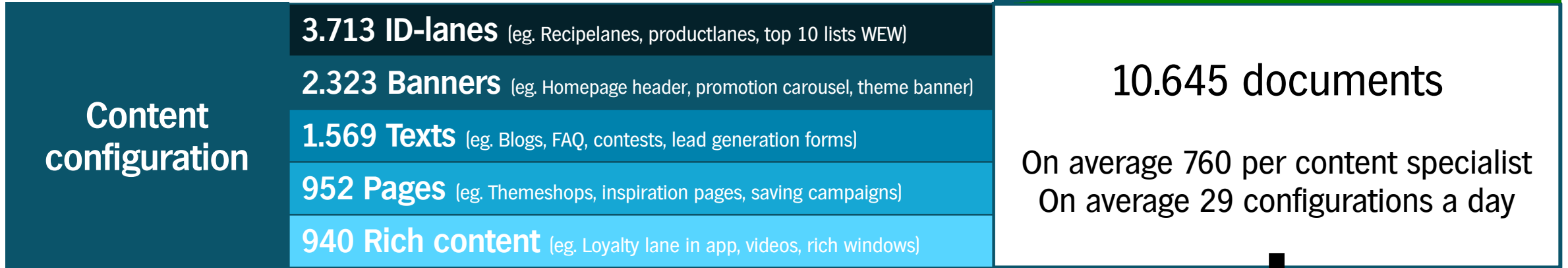
Content Engineering at the largest retailer in The Netherlands
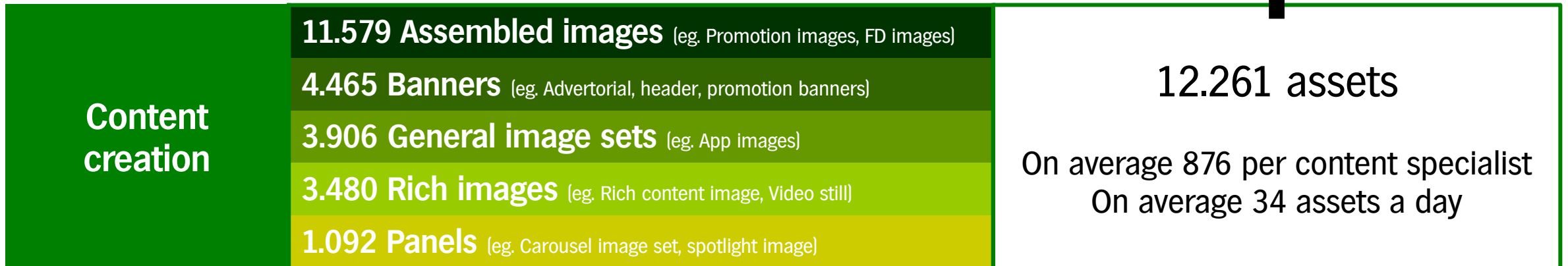
Rafaëla Ellensburg x Boye Conference call
November 1st, 2022

With 23.000+ static creative content assets* created each year, we are not equipped to scale our omnichannel customer experience sustainably

13th of October 2020 – 13th October 2021

Content configuration

3.713 ID-lanes (eg. Recipelanes, productlanes, top 10 lists WEW)	
2.323 Banners (eg. Homepage header, promotion carousel, theme banner)	
1.569 Texts (eg. Blogs, FAQ, contests, lead generation forms)	
952 Pages (eg. Themeshops, inspiration pages, saving campaigns)	
940 Rich content (eg. Loyalty lane in app, videos, rich windows)	

Yearly:

10.645 documents

On average 760 per content specialist
On average 29 configurations a day

+

Since 2019

Content creation

11.579 Assembled images (eg. Promotion images, FD images)	
4.465 Banners (eg. Advertorial, header, promotion banners)	
3.906 General image sets (eg. App images)	
3.480 Rich images (eg. Rich content image, Video still)	
1.092 Panels (eg. Carousel image set, spotlight image)	

12.261 assets

On average 876 per content specialist
On average 34 assets a day

Customers expect relevant content always and everywhere

Web

DOOH

App

In-store

...etc.

Print

Realizing relevant CX is **complex** due to

Expansion of channels
+
Evolution of content
+
Volume of content

= increased costs, effort and time for content creation.

Content Engineering transforms content into valuable assets, that we can treat just like products, to enable *relevant* omnichannel customer experiences in an operationally *efficient* way

Content as a valuable corporate asset...

...transformed into centralized, structured data...

...so it can be automated and personalized...

...enabling teams to create and manage more, better, faster content...

... to serve our customers 1:1 in a profitable way.

How do we move from content as a liability to Content-as-a-Service?

A foundation for scalable digital CX is built with 4 key ingredients:

Content needs to be (1) structured, (2) centralized, (3) automated & dynamic and (4) delivered smarter

Martech Vision

Each customer receives the **right message**, at the **right moment**, via the **right channel**, for the most relevant food experience

1 Structured & modular content

2 Centralized content management

3 Automated configuration & dynamic publication

4 Smart content delivery
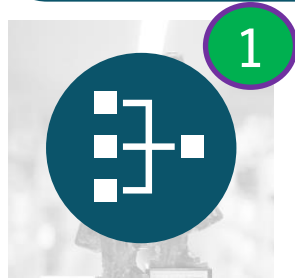
1 Treat content as **operationally excellent** as our products

2 Help teams manage content as a **centralized**, corporate asset

3 Deliver **dynamic** framework for greater content discoverability & visibility

4 Help teams with **smart** content creation & configuration

Content Engineering = Operational Enabler

1. Structured & modular content for flexibility

We transform content assets into a flexible form that can be (re)assembled at scale
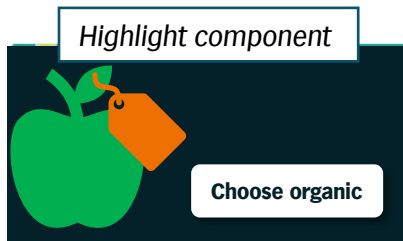
Before

Highlight image
header-article_fruit_21020x400.jpg
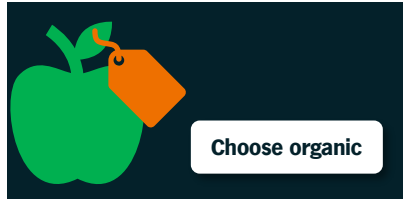
× Flat image
× Too small for banner, too big for app
× Unportable without metadata
× Only fits in highlight component
× Create once, publish single channel

Highlight component

Choose organic

Join our organic loyalty club
Our ambition is to help our planet and people get healthier every day. That's why we offer 10% discount on every organic product you purchase!

Choose organic today ›

Create static single purpose blocks

After

Background colors

Stickers

Text panel
Choose organic

Packshots

√ Modular elements
√ Adapts to views & channels
√ Fits multiple components
√ Portable with metadata
√ Create once, publish everywhere

Shop-in-shop component
Better for nature & humans
Buy organic ›   Organic

Highlight component
Choose organic

Banner in app
Choose organic

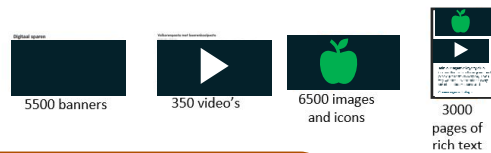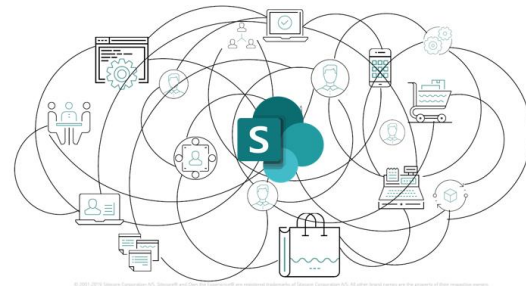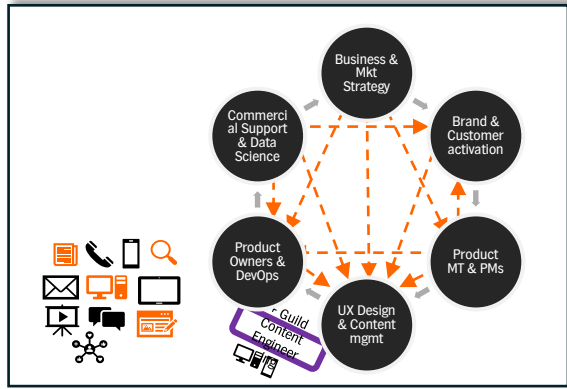*Article lane component*
Choose organic

Banner component
Choose organic

Assemble flexible omnipurpose atoms

2. Centralized content management for efficiency

We connect teams and processes, to free content from internal silos and disconnected customer experiences
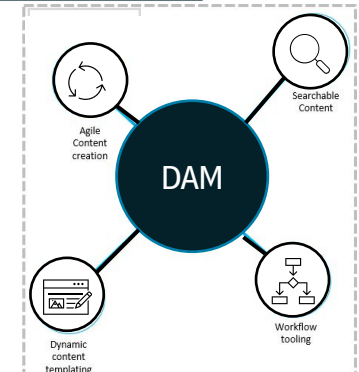
Before

- × Disconnected teams & customer experiences
- × Content creation for separate channels
- × Decentralized content pools
- × Unscalable processes
- × Separate structures
- × Single source to single channel

5500 banners   350 video's   6500 images and icons   3000 pages of rich text

Scattered 'management' in disconnected silos

After
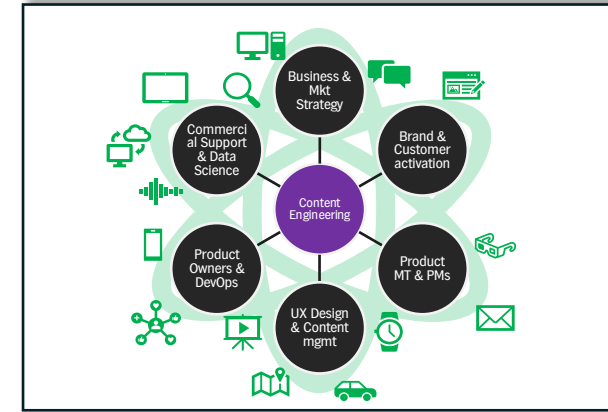
- √ Connected teams & customer experiences
- √ Omnichannel content creation for customers
- √ Centralized content pool
- √ Scalable processes
- √ Shared structures
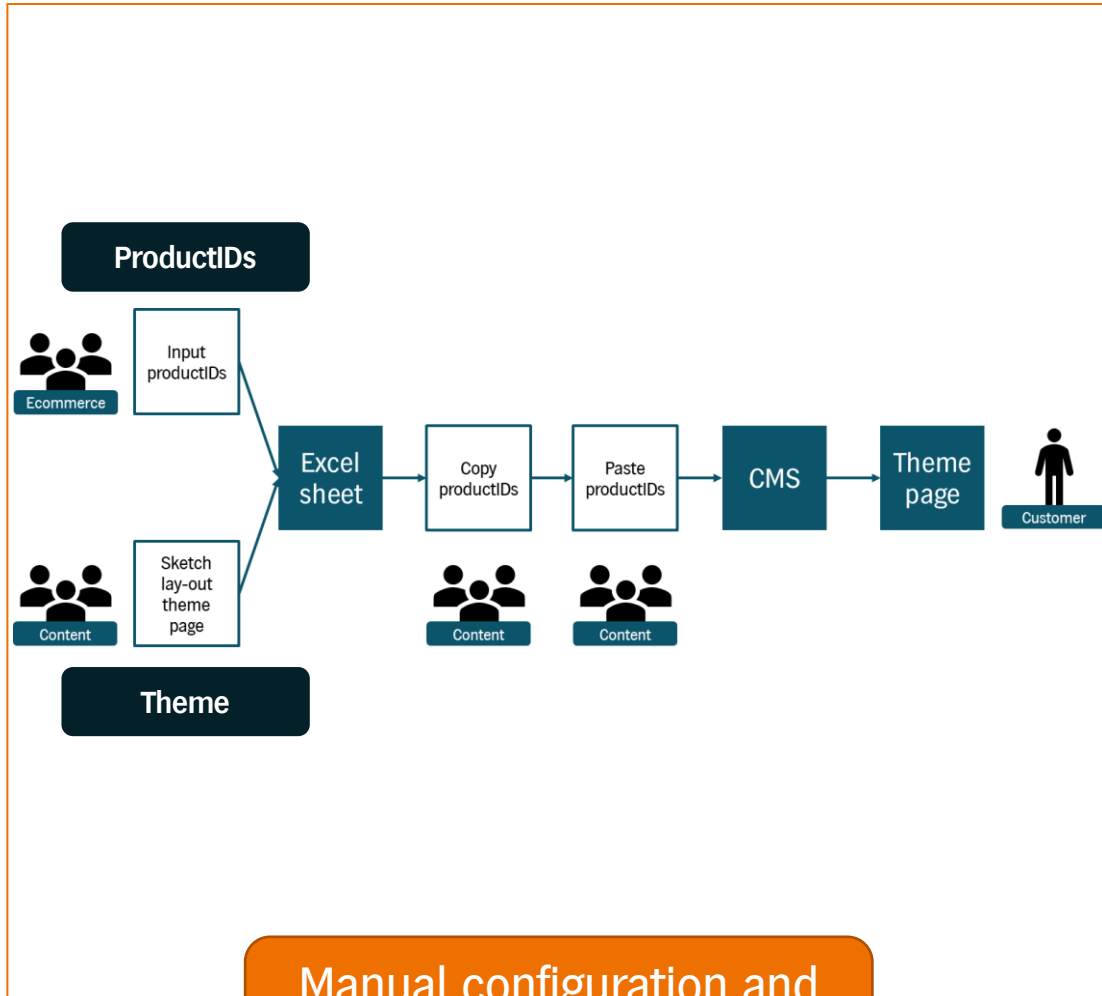- √ Omnisource to omnichannel

DAM

Agile Content creation
Searchable Content
Dynamic content templating
Workflow tooling

10 x 10 x 10

Operationally excellent content supply chain

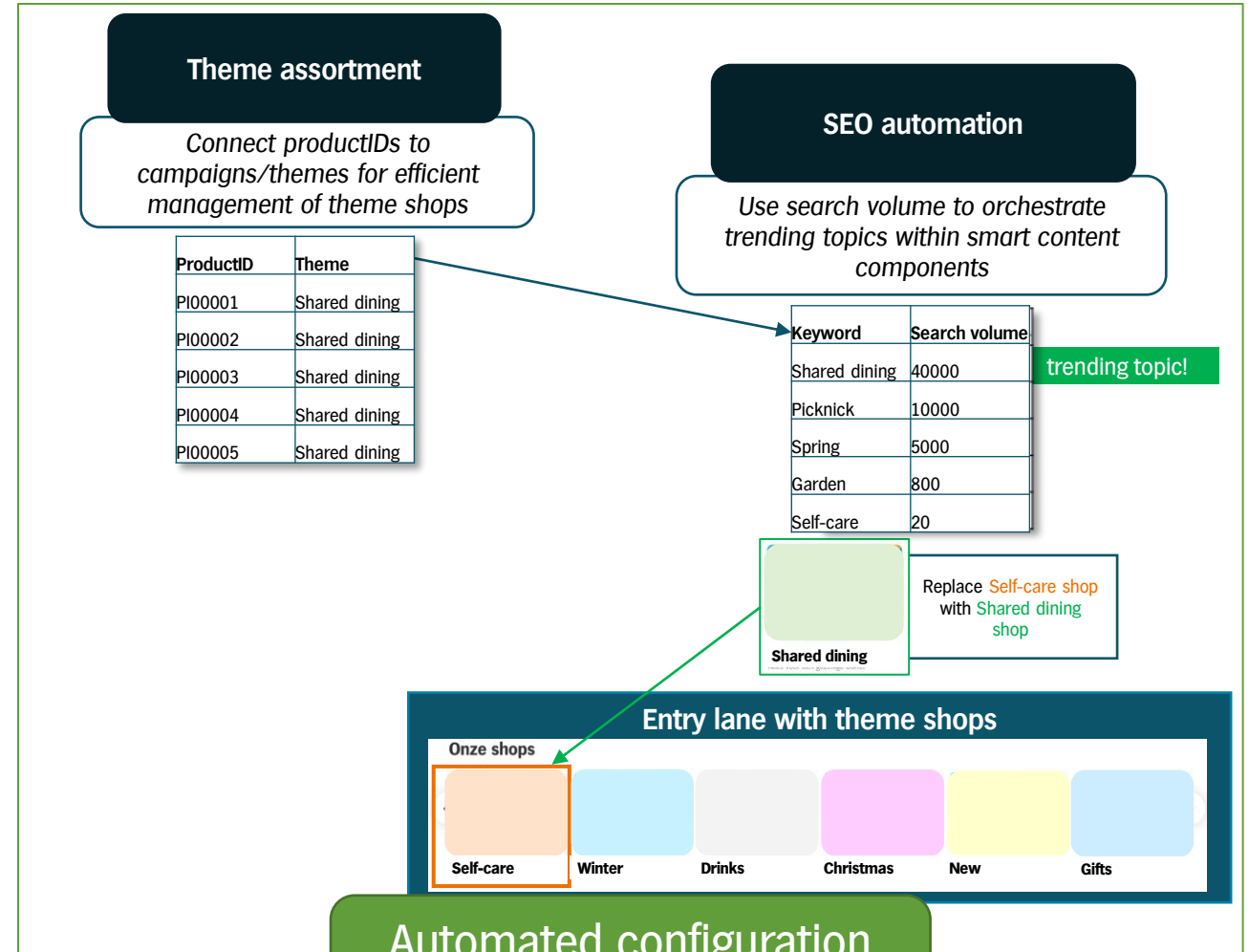# 3. Automated content configuration & dynamic publication for scalable visibility

We streamline content as a service through our digital landscape

Before

ProductIDs

Ecommerce — Input productIDs

Content — Sketch lay-out theme page

Excel sheet → Copy productIDs → Paste productIDs → CMS → Theme page → Customer

Content   Content

Theme

Manual configuration and static publications

After

Theme assortment

Connect productIDs to campaigns/themes for efficient management of theme shops

ProductID	Theme
PI00001	Shared dining
PI00002	Shared dining
PI00003	Shared dining
PI00004	Shared dining
PI00005	Shared dining

SEO automation

Use search volume to orchestrate trending topics within smart content components

Keyword	Search volume	
Shared dining	40000	trending topic!
Picknick	10000	
Spring	5000	
Garden	800	
Self-care	20	

Shared dining

Replace Self-care shop with Shared dining shop

Entry lane with theme shops

Onze shops

| Self-care | Winter | Drinks | Christmas | New | Gifts |

Automated configuration and dynamic publications

7

4. Smart content delivery for relevance

We enable smart content interactions to deliver more personal customer experiences across multiple channels

Before

After

Always buys **0% alcohol**, loves **beer**, **allergic to shrimp**

Always buys **0% alcohol**, loves **beer**, **allergic to shrimp**

Products

Recipes

Products

Recipes

Wine offer with alcohol

Recipe with shrimp

Replace wine offer with 0.0 beer offer

Replace shrimp recipe with chicken recipe

Generic, single channel experiences

Relevant, omnichannel customer experiences

Each customer receives the **right message,** at the **right moment,** via the **right channel,** for the most relevant food experience

A foundation for relevant & efficient CX is built with **4 key ingredients** for customer- & business-facing impact:
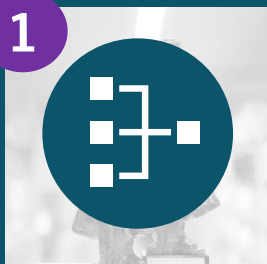
1 Transform content assets from flat to flexible form to (re)assemble at scale

2 Connect teams and processes to free content from internal silos

3 Deliver dynamic framework for low maintenance of greater digital reach

4 Enable smart content interactions to deliver personal CX across multiple channels

CONTENT-AS-A-SERVICE FOR PROFITABLE OMNICHANNEL CX

RELEVANT customer experiences

EFFICIENT content operations

VALUABLE content assets

1 **STRUCTURED & MODULAR** content assets

2 **CENTRALIZED** content mgmt

3 **AUTOMATED** configuration **&** **DYNAMIC** publication

4 **SMART** content delivery

CONTENT ENGINEERING = operational enabler

Build expertise

EDUCATE stakeholders

EVALUATE new capabilities

EXPERIMENT with POCs & prototypes

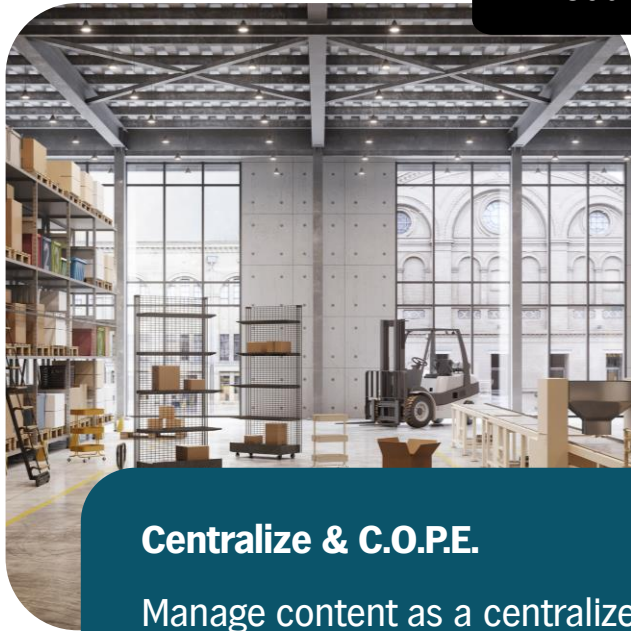**ESTABLISH** shared principles and definitions

Content Engineering operates on the cutting edge of Product, Data & Tech

To deliver smart content capabilities that enable **relevant customer experiences** and **improve operational efficiency**
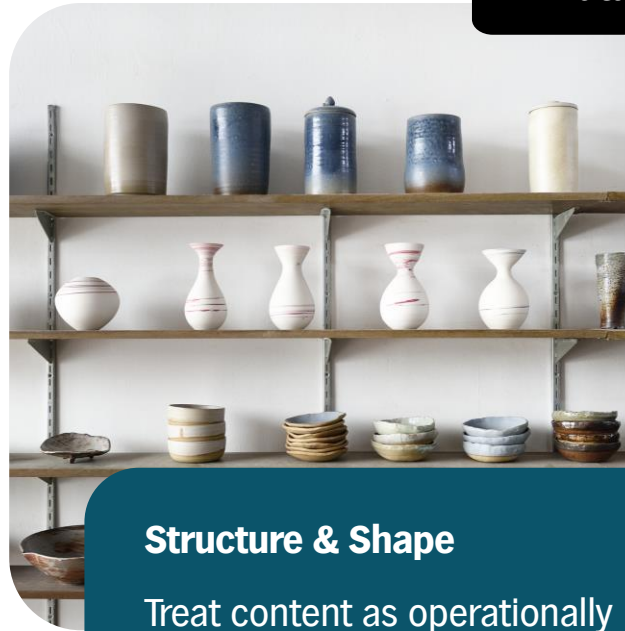
Product

Data

Tech

Centralize & C.O.P.E.

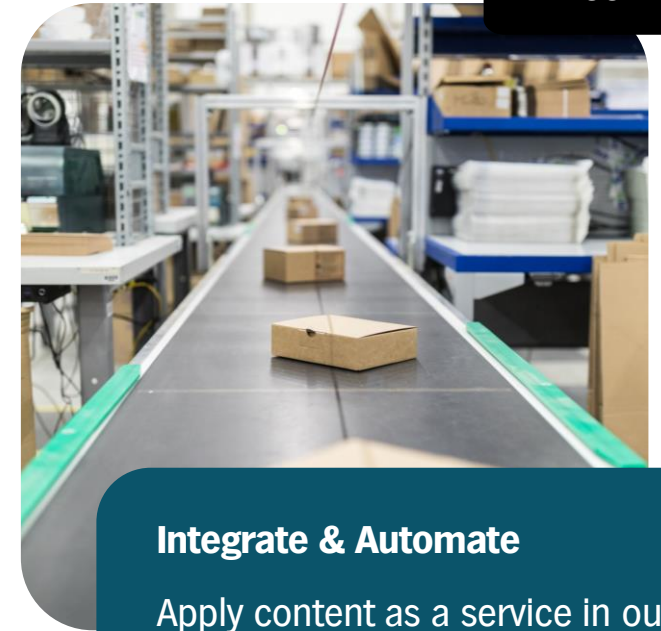Manage content as a centralized, corporate asset to scale efficient processes and technologies across teams

Structure & Shape

Treat content as operationally excellent as products to deliver seamless omnichannel customer experiences
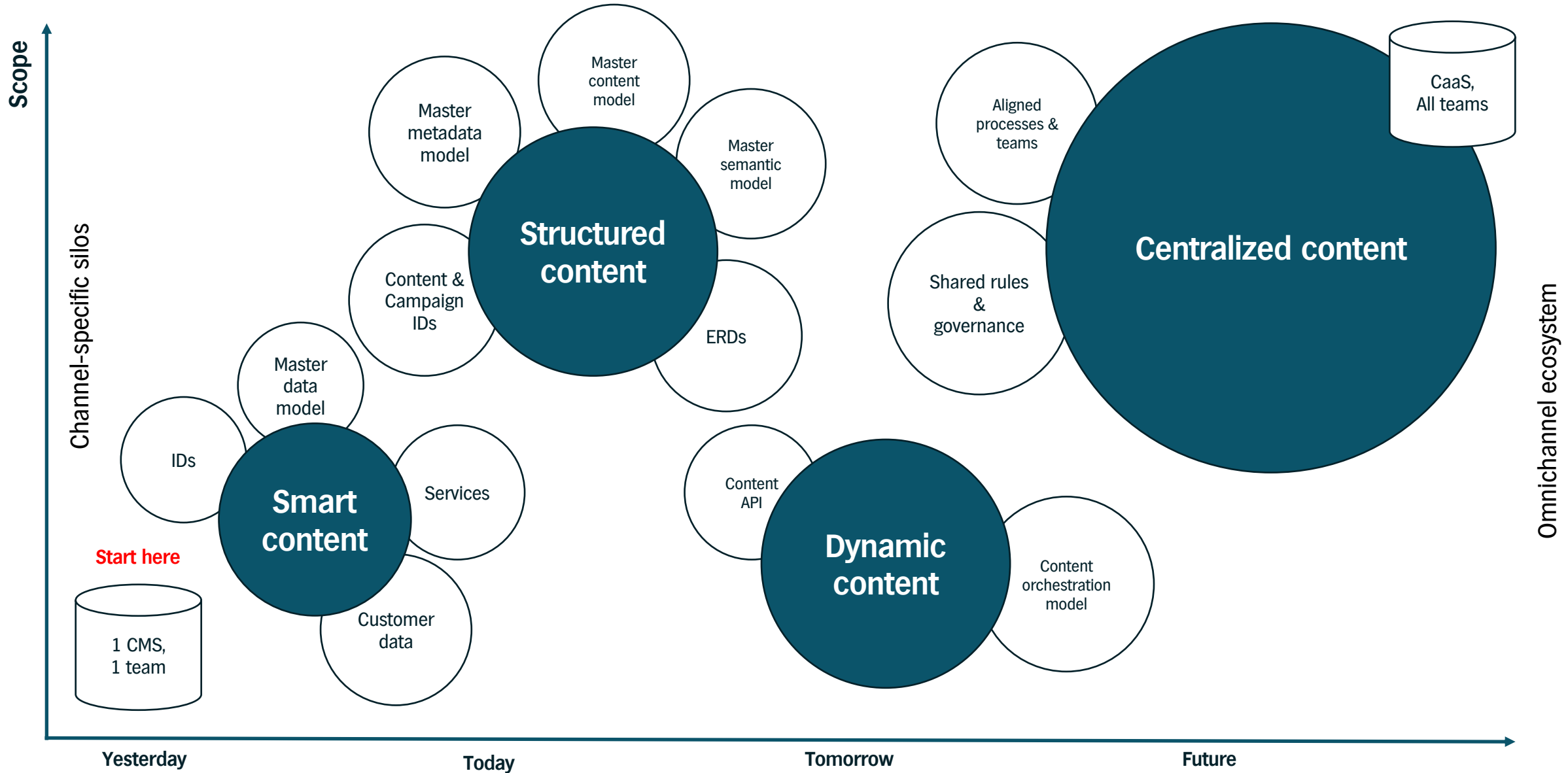
Integrate & Automate

Apply content as a service in our digital landscape to enable cross-domain integration, automation and customer relevance

Empower teams to delight customers

Where to start? Reverse engineer what we've already got towards the future.

Thank you!