

Content Strategy: NGP/SME

Findings & Recommendations

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Introduction to Content Strategy

What is Content?

We define 'content' as its own ecosystem possessing a life of its own. In our definition, content is the:

- Substance of interactive and digital experiences
- Information that audiences consume and engage. As consumers, we:
 - Read copy
 - View videos
 - See graphics
 - Listen to audio
 - Interact with our mobile devices, computers, and tablets
- Unseen information that helps us find the information we want to consume - the data behind the data (metadata)
- An experience of its own, and as such we refer to content as 'the content experience.'

What is Content Strategy?

**We define content strategy as: getting the right content
to the right user at the right time.**

Our approach focuses on surfacing relevant, rich, and effective content at the most opportune time to achieve an organization's strategic goals. Content is the essence of the consumer experience for every type of digital solution.

Content Strategy Benefits

A robust and successful content strategy allows for:

- Consistent and correctly labeled content increases user satisfaction
- Consistent application and use of terms and phrases, eliminating confusion and saving time
- A consistent customer user experience with all customer information touch points
- The facilitation for the discovery of information
- Protection of brand integrity by ensuring consistent standards
- Dynamic publishing, personalization and efficient content exchange
- Cross-sell and up-sell of complementary products and services
- ‘Content intelligence’ – getting the right content to the right customer at the right time.

Document Objectives

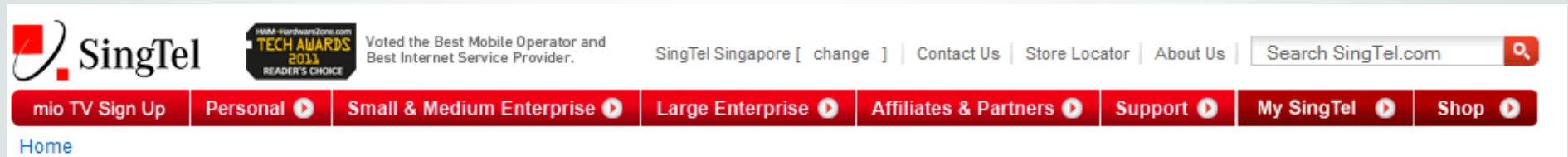
Document Objectives

- **Provide recommendations on the content strategy within the SingTel SME context, including organization, quality, SEO best practices, and metadata tagging,**
 - **Process for Recommendations:**
 - Surveyed websites: SingTel.com/SME, myBusiness (1.5), myBusiness (2.0) Community, Broadband on Mobile
 - Leveraged stakeholder workshops
 - Reviewed best practices
 - Catalogued content in an high-level content audit
 - (4 Levels, Limited inventory of promotional content.)

Findings & Recommendations

Findings: Brand and strategic positioning content

- Branding is not targeted to the SME user.
 - Example: Header for SME Landing Page



- The use of Voice and Tone is not consistent throughout SME sites.
 - “It’s amazing how new possibilities open up with SingTel’s fibre-ready business solutions. Introducing eVolve - fibre broadband for businesses. Now you can blaze ahead with smart, on-demand business solutions.” (eVolve page)
 - vs
 - “Leverage on a robust and secured network platform that enables enterprise users to own dedicated end-to-end private data connections within Singapore.” (Ethernet & Optical Networking page)

Recommendations: Brand and Strategic Positioning

- Incorporate SME specific visual branding within the website.
- Adhere to new NGP Style Guide.
- Be consistent with application of brand (visuals and text) at all levels of the website. Consistent branding helps users to set up expectations and reinforces brand image.

Findings: Richness & relevancy

- Content is very rich throughout site, however the quantity of information could overwhelm the user (see image at right).
- More content could be positioned to the SME user: “This is how our [product/service] can help your business.”
 - Example: “Primary DNS Hosting Service: Complete DNS management solution that does not require you to set up or maintain your own DNS infrastructure.” (.sg Domain page)

There is a benefit stated here, but it isn't clear what this means to the SME user.

SingTel WorldConference

Home | About | News & Features

Overview | New Features | Advantages | Resource Library | Apply Now | Contact Us

New WorldConference Features Available from 6 July 2010

1. SingTel Lounge
2. Enhanced User Interface for Web Conference (SingTel Anywhere)
3. Enhanced Audio Console (SingTel Anytime)
4. WorldConference Toolbar for Microsoft Outlook and Lotus Notes
5. WorldConference application for BlackBerry and iPhone
6. More Features Available via Phone Dial Pad Command Codes

1. SingTel Lounge

SingTel Lounge is an online portal that gives moderators access to all the WorldConference services and tools. It is designed to allow the moderator to plan and conduct virtual meetings easily and efficiently. At the SingTel Lounge, moderators are able to:

- Start an audio meeting
- Start a web conference
- Update your details (e.g. phone number, email address)
- Schedule audio and/or web meetings and send meeting invitations
- View usage reports
- Download user guides
- Download user-friendly tools, such as
 - WorldConference toolbar for Microsoft Outlook
 - WorldConference toolbar for Lotus Notes
 - WorldConference application for BlackBerry
- Contact Customer Service via email

Here is a preview of the SingTel Lounge user interface:

To see the SingTel Lounge after 6 Jul 2010:

- Browse to <https://singtel.anywhereconference.com/>
- Log in using your registered email address and moderator code

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2. Enhanced User Interface for Web Conference (SingTel Anywhere)

The data conference is now known as SingTel Anywhere.

SingTel Anywhere includes an option for the moderator to see the participant view when sharing documents or applications from your PC, so you can check that your meeting participants are seeing the correct document or application on their SingTel Anywhere screen.

Your SingTel Anywhere screen would look like the following:

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3. Enhanced Audio Console

The audio conference is now known as SingTel Anytime.

The new audio console allows the moderator to:

- View the list of all participants in the audio meeting
- Dial out to participants from your address book
- Mute/unmute participants
- Send private or public instant messages to participants

Your SingTel Anytime audio console would look like the following:

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4. WorldConference Toolbar for Microsoft Outlook and Lotus Notes

Moderators can now send meeting invitations to your meeting participants directly from your desktop using the WorldConference toolbar for Microsoft Outlook or Lotus Notes.

The tool allows moderators to open a calendar invitation in Microsoft Outlook or Lotus Notes that you can edit and send directly. The invitation already contains the audio and web conference login details for the participants, saving you the hassle of typing out the information.

To enjoy this convenience, simply log in to the SingTel Lounge and download the Outlook Toolbar or Lotus Notes Toolbar.

What's more, moderators can also access the web conference and Audio Console by clicking on the toolbar, without needing to log in separately.

Recommendations : Richness & relevancy

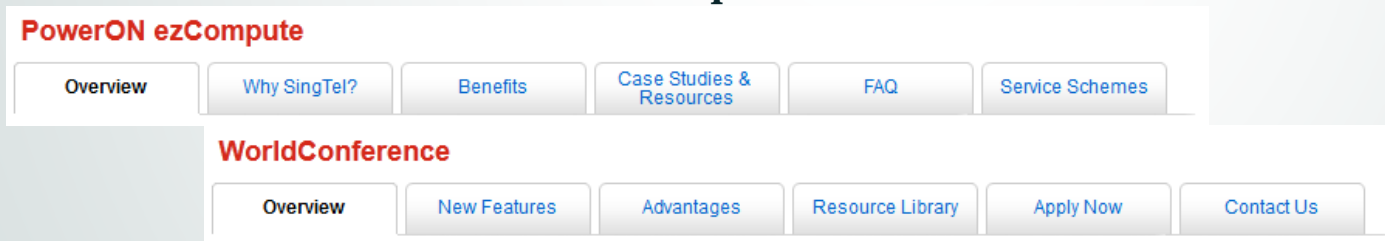
- Think: “Less is More”
 - Highlight the key pieces of information a SME user needs to know.
 - Provide additional information as downloadable “Information Sheets’ that can be reviewed offline.
- Employ the “Principles for Compelling Product Pages” (next page).
- Clearly delineate the differences between products.
- Use structured, yet flexible, templates and modules across site to assist in content presentation.
- Establish editorial calendar to make sure that content is up to date and accurate.
- Consider incorporating SME Community content into product pages.
- Provide a contextual glossary for ICT/technical terms such as PBX, virtual server, GPON technology, SLG.

Principles for Compelling Product Pages

- › Engagement drives conversion
- › “Easier is better than better”
- › Targeted messaging (e.g. size matters)
- › Put the customer in control
- › Communicate benefits, not features
- › Design for the novice, consider the expert
- › Consistent terminology & descriptive product names (customer-centric)
- › Consistent presentation across products
- › Single source of product information.

Findings: Quality and standardization

- While the information provided is robust, it is not consistent across all products/services. Content gaps exist for certain products.
 - Examples: HR Assist, IT Assist, STD020
- Product information is duplicated and/or rephrased slightly on separate pages - which can confuse the user.
 - Example: Fleet Visibility (myBusiness) vs. “Fleet and Workforce Visibility Solutions” (STC/SME)
- Application of content presentation across products/services is inconsistent – which is partially due to the variety of content editors and limitations of the current templates.



- Category labeling is inconsistent across site
 - Example: “Apply Now” vs. “Sign Up”
 - Example: “Benefits” vs. “Advantages”

Recommendations: Quality and standardization

- Address content gaps.
- Avoid duplication of content.
- Leverage content governance group and processes.
- Establish and enforce publishing workflow (including approval) processes.
- Use consistent templates and modules across all SME sites.

Findings: Content structure and navigation

- Content structure is very product focused – it does not fully address SME overall business needs (e.g. “I am a new SME and I do not know where to start.”)
- Navigation labeling is not consistent with the represented pages
 - Example: Software as a Service links to myBusiness; myBusiness page does not mention Software as a Service.



- SingTel specific product names can confuse users.
 - “SingNet eVolve sounds like a SME scaling consulting service to move all my traditional online like accounting books.” (Card Sort Participant)

Recommendations: Content Structure and Navigation

- Create alternative routes to products that focus on a solution, or that solves a problem a SME user may face.
- Use consistent labelling throughout site.
- Create more generic product names, or provide a subtitle to accompany product name.
- Consider using alternative labels for concepts such as SaaS (see next page).

Alternative Labels for SaaS

➤ *Hosted Software*

- Oprius, <http://www.oprius.com/>

➤ *Variants of On Demand:*

· *On Demand Applications*

- SAP Business Objects, <http://www.ondemand.com/applications>)

· *On Demand Solution*

- Share Methods, <http://www.sharemethods.com/> generally refers to their 'on-demand solutions'

· *[product name] on Demand*

- Oracle, <http://www.oracle.com/us/products/ondemand/index.html>

➤ *Online Software*

- Microsoft Office 365, <http://www.microsoft.com/en-sg/office365/online-software.aspx>

➤ *[product name] in the Cloud*

- eSales Track, <http://www.esalestrack.com/default.aspx>

➤ *Business Apps*

- Zoho, <http://www.zoho.com/> differentiates between 'Business Apps', 'Collaboration Apps' and 'Productivity Apps'.
"Business Apps" was suggested at a NGP/SME fusion workshop.

Findings: SEO & Metadata (External, Internal Search)

‣ User-friendly URLs are implemented throughout the SME sites (with only a few exceptions).

‣ Metadata is used to a certain extent, but applied inconsistently.

• Example: Use of keywords in description tag

```
<meta name="description" content="Mobile price plans, Broadband on mobile(BBOM), Blackberry, Mobile VASes, Bright Ideas for mobile" />
```

• Example: Use of unnecessary special characters

```
<title> SingNet eVolve - SME&nbsp;&#124;&nbsp;&nbsp;&nbsp;Internet | SingTel </title>
```

‣ SaaS offerings are currently allocated to one product category (except for “Most Popular”). This could limit user’s ability to locate the application they need.

• As the number of SaaS offerings grow, it will be increasingly difficult for users to find suitable software.

‣ Filtered/advanced search capabilities on STC are limited.

• Users can currently narrow search results based on site subsections (e.g. SME, Large Enterprise, Support, About Us).

Recommendations: SEO & Metadata (External, Internal Search)

- Continue to create user-friendly URLs.
- Fully utilize HTML metadata tags, using consistent keyword application and writing standards.
- Implement taxonomy or controlled vocabularies to enable greater 'findability' through internal search.
 - Tagging content using controlled vocabularies can also facilitate the targeting of information to particular users or user groups.

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SEO, Voice & Tone

Best Practices for SME

SEO Best Practices, SME Voice & Tone

➤ SEO Best Practices – HTML Tags

- Title
- Description
- Keyword
- Header

➤ SEO Best Practices – User Friendly URLs

➤ Voice & Tone for the SME Audience

- Voice and tone express a brand's essence. Specifically, voice conveys a brand's overall personality; tone expresses the mood. Brand messaging is a conversation, not a transaction
- Use a “business casual” voice when communicating to the SME audience. The focus should be on a conversational tone. Some examples of this approach include:
 - [GE Capital](#): “We’re not just bankers. We’re builders. Start building.”
 - [Avaya](#): “San Francisco, Paris and Beijing are not worlds apart. They are worlds together.”
 - [Boeing Business Jets](#): “Get Carried Away in Style.”

The End