Global User Experience with FirstSpirit – Accommodate the Entire Web Team for a Successful Online Presence

With all the hype about customer experience in the digital world, many companies are forgetting an important prerequisite: the positive user experience for the Web team behind the scenes—content managers, marketing staff, integrators and developers. With its global user experience approach, FirstSpirit offers the perfect solution for all Web team members in the online supply chain.

Comprehensive approach for a great user experience

High usability, fast loading times, personalized and mobile content are the ingredients for a positive customer experience (CX) on the Web. Yet is that sufficient to successfully make your company stand out from the competition in today's digital industry? About 80 percent of companies believe that they offer their customers an outstanding user experience. But only 8 percent of customers agree with them. Website suppliers can eliminate this alarming discrepancy by looking at the issue of CX management not solely from a front-end perspective. They need to view it from the back-end, too—that is, the entire Web team in the "experience supply chain" from marketing staff to editors to IT.

Content creator experience: for marketing staff and editors

The adage "content is king" is as valid and repeated today as it was 20 years ago. For that reason the content creators in your company should have as user-friendly a working environment as possible to easily create high-quality content. The FirstSpirit content management system (CMS) offers marketing staff and editors an outstanding content creator experience, right out of the box. FirstSpirit enables easy content creation, management and publication, the use of any third-party applications, integrated previews for all output channels—also in responsive design—and campaign management and analysis.

Integrator experience: for internal IT and external suppliers

For a positive customer experience over all touch points, many systems have to dovetail perfectly with one another. In addition to the CMS, this also includes e-commerce and CRM systems, databases as well as interaction and collaboration solutions. With its open architecture and numerous standard interfaces, FirstSpirit offers the optimal foundation for a flexible best-of-breed strategy that will meet your needs well into the future. And integrators find the tools that support them to easily integrate the best solutions with the CMS to optimize processes, generate synergies and offer content managers and end users an even better user experience.

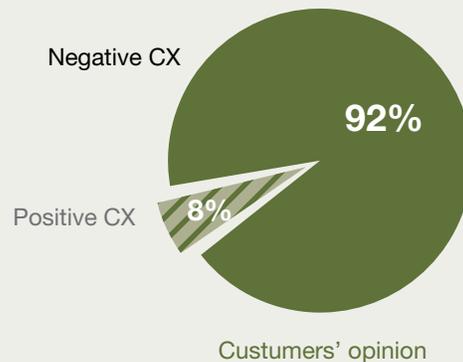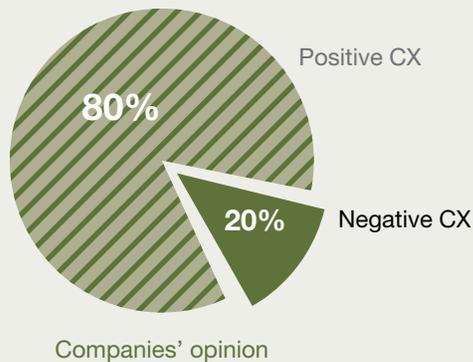## Developer experience: for in-house and external developers

With well-designed developer experience features, FirstSpirit is the only CMS on the market that meets the needs of in-house and external developers. It allows them to rapidly create and adapt templates through innovative content highlighting with a visual template inspector and debugger. It also supports open development processes for local and distributed development and allows developers to use any tool they wish. FirstSpirit thus makes it possible to deliver and rapidly implement Web projects of the highest possible quality.

e-Spirit

More sales and faster time-to-market with great customer experiences

A good customer experience is more than a „nice to have" since high customer satisfaction can be measured in high sales figures. When all „experience worker" involved in websites have a great user experience, companies ensure that relevant information goes online faster, resulting in more leads, successful campaigns and better search engine placements.

## Avoid misunderstandings in your digital communications

About 80 percent of companies believe that they offer their customers an outstanding user experience. But only 8 percent of customers agree with them. A costly misunderstanding since high customer satisfaction contributes significantly to the company's success.

Positive CX
80%
20% Negative CX
Companies' opinion

Negative CX
92%
Positive CX **8%**
Custumers' opinion

Source: Bain&Company: Closing the delivery gap

CX influences purchasing decisions

The CX directly influences the satisfaction of customers and prospects with a company.

Tell their friends	**58%**
Consider purcha-sing again	**73%**
Switch to a competitor	**89%**
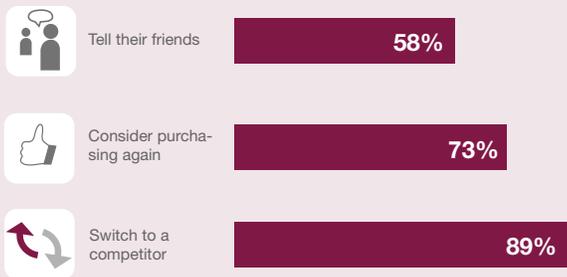
Source: Marketing Pilgrim April 26, 2012

CX influences company's success

The customer experience measurably influences sales figures.

Cumulative Total Return

50 %

CX Leaders

S&P 500 Index (2007-2012)

43 %   14,5 %

-33,9 %

CX Laggards

-40 %

Source: Watermark Consulting, April 2013

FirstSpirit Customers

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KNAUF

AGRAVIS RAIFFEISEN AG

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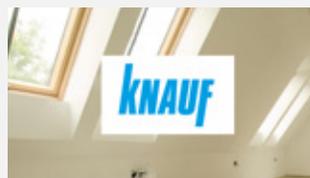
If you're interested in finding out more about getting your content into the best shape using FirstSpirit, then please contact us.

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