

Service Knowledge Expert

Lead Nurturing Program

6 Part Email Series

Purpose

Convert new-to-file prospects into MQL's based on lead scoring (fit and level of engagement).

Target Audience

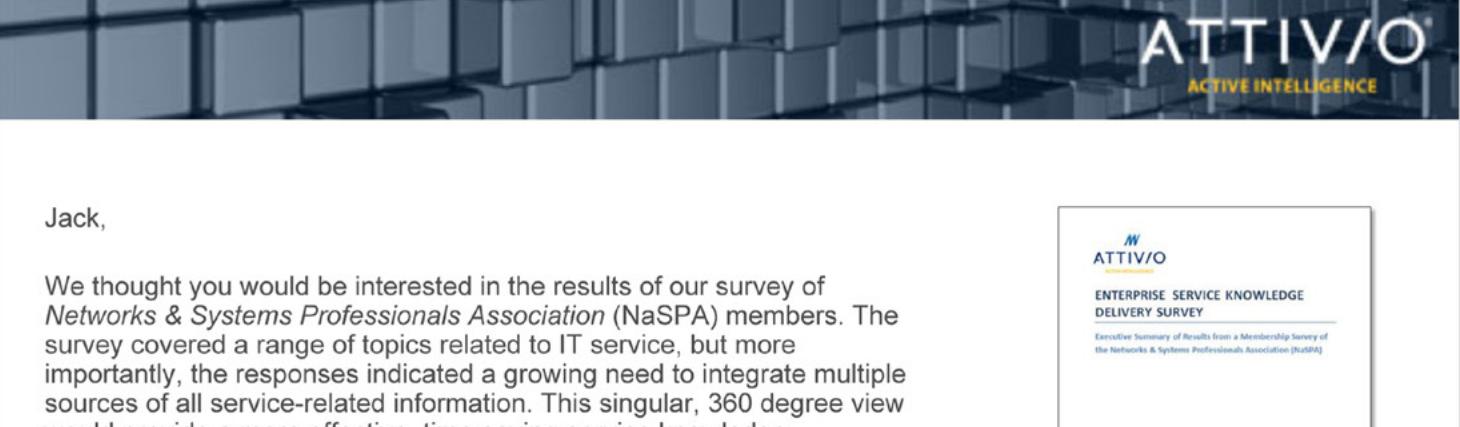
Director level and above; IT stakeholders at large enterprises

Overview

Six part email series promoting a range of assets to:

- Educate prospects on the value of implementing a next-gen Service Knowledge Management System (SKMS) powered by Attivio
- Establish credibility as a viable solution that can be implemented quickly for immediate gain
- Motivate known targets to schedule a discovery meeting or keep existing leads "warm"

Email 1 Subject: Infographic: The Must-Have SKMS

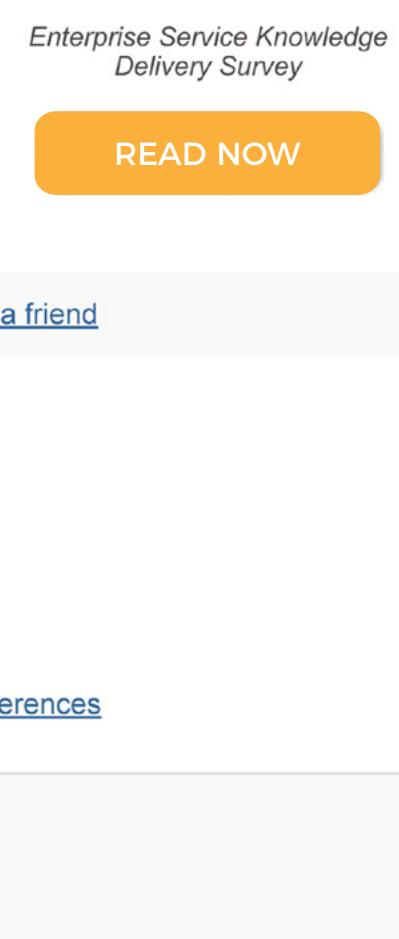


Jack,

Be the thought leader that transforms your IT organization into a far superior service provider.

Don't let the status quo of high MTRS, escalation rates, SLA violations, employee frustration and turnover fester any longer. As this [infographic](#) shows, the new reality is that companies are turning to Attivio's Service Knowledge Expert to solve these problems, quickly and with a compelling return on investment.

Read our infographic then [contact us](#) today to arrange your personalized consultation and learn how cost-saving service excellence can be your new reality.



[VIEW NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

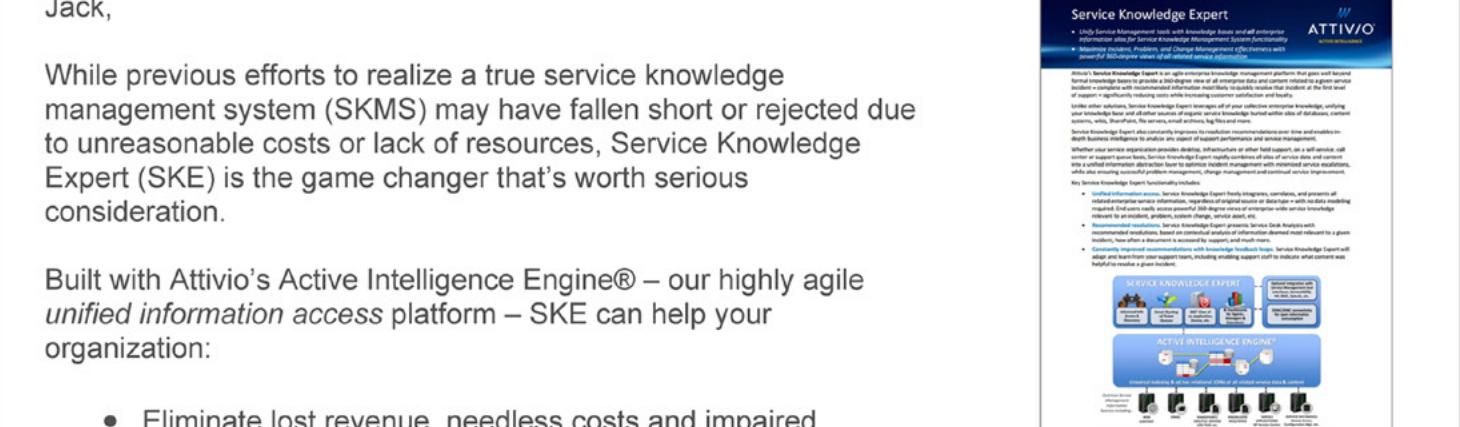
Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)

Email 2 Subject: NaSPA survey results reflect need for SKMS

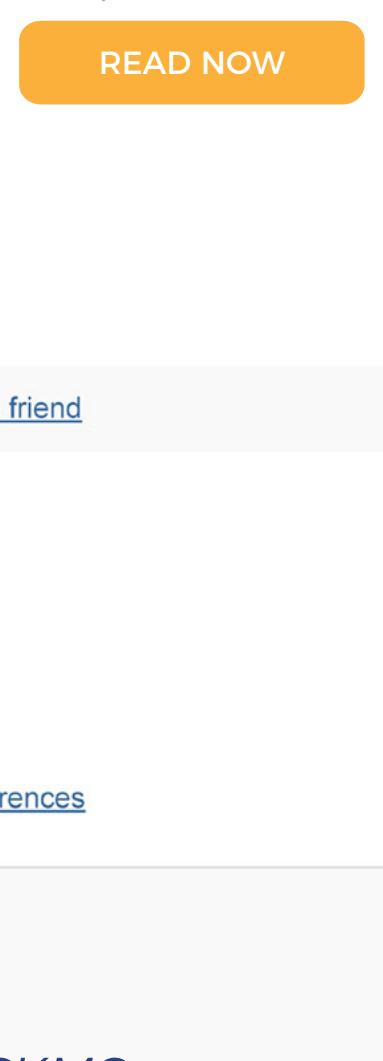


Jack,

We thought you would be interested in the results of our survey of Networks & Systems Professionals Association (NaSPA) members. The survey covered a range of topics related to IT service, but more importantly, the responses indicated a growing need to integrate multiple sources of all service-related information. This singular, 360 degree view would provide a more effective, time saving service knowledge management system (SKMS) as envisioned by the ITIL framework.

With Attivio's Service Knowledge Expert, that SKMS is possible today.

[Click here](#) for a free copy of the survey results.



[READ NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

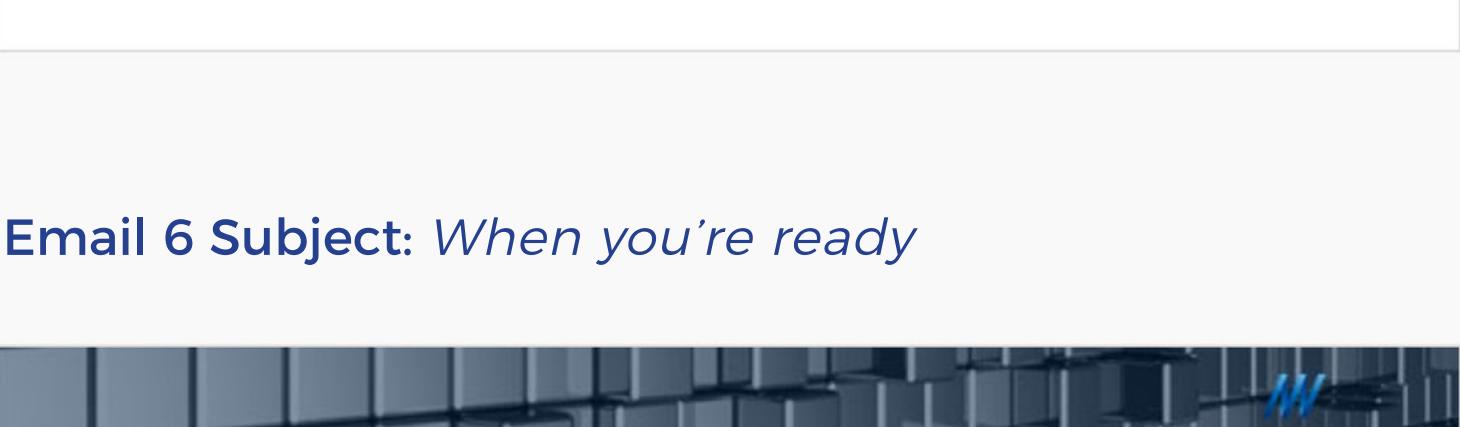
Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)

Email 3 Subject: Video: Change the IT Support Game



Jack,

It's one thing to promise everything under the sun + a fraction of the cost. It's another thing to actually deliver on that promise.

Leading financial services firm whitepaper examines the challenges a management system (SKMS) including:

- Eliminate time wasted hunting for information in individual silos
- Easily access all information, expediting incident resolution, root cause analysis and system changes
- Deliver a new standard of service excellence
- Monitor service improvements over time with performance trending analysis and other custom views



[WATCH NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

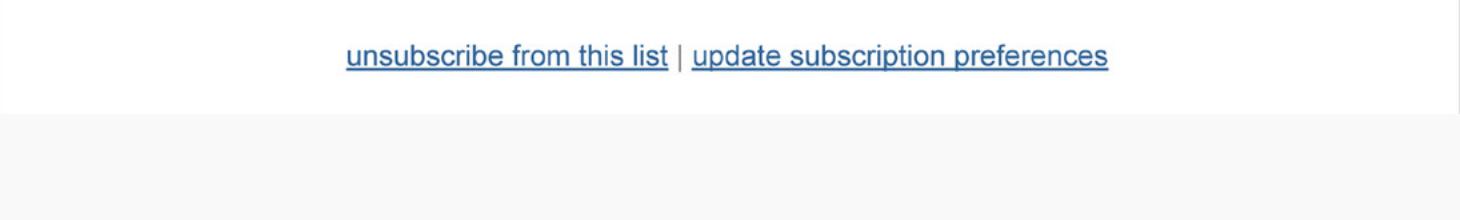
Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)

Email 4 Subject: SKE: Adapt and Learn

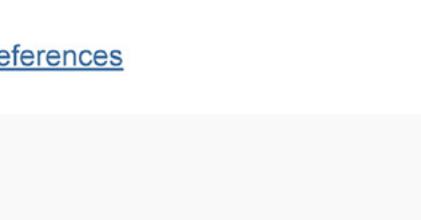


Jack,

While previous efforts to realize a true service knowledge management system (SKMS) may have fallen short or rejected due to unaffordable costs or lack of resources, Service Knowledge Expert (SKE) is the game changer that's worth serious consideration.

Built with Attivio's Active Intelligence Engine® can help highly agile organization:

- Eliminate lost revenue, needless costs and impaired competitiveness
- Reduce service escalation while improving mean time to restore service
- Constantly improve service and automated recommendations with knowledge feedback loops that leverage your senior support team



[READ NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)

Email 5 Subject: Whitepaper: Realize the Full Value of a SKMS

Jack,

It's one thing to promise everything under the sun + a fraction of the cost. It's another thing to actually deliver on that promise.

This Service Knowledge Expert whitepaper examines the challenges a management system (SKMS) including:

- Improving unacceptably high mean time to restore service and service escalation rates
- Avoiding higher costs from violated service level agreements
- Reducing high turnover of support technicians and related costs of constantly training new hires

Instead of traditional SKMS, the resource-intensive and time-consuming path of building a traditional ITSM solution is the wrong path.

Leading financial services firm whitepaper examines the challenges a management system (SKMS) including:

- Eliminate time wasted hunting for information in individual silos
- Easily access all information, expediting incident resolution, root cause analysis and system changes
- Deliver a new standard of service excellence
- Monitor service improvements over time with performance trending analysis and other custom views

[READ NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)

Email 6 Subject: When you're ready

Jack,

We hope the information we provided the past few weeks has been informative and timely. If now is not the right time for us to connect and explore how Attivio can help you achieve your SKMS goals, that's fine; we'll keep nurturing and have even more to discuss when you're ready.

Click [here](#) to read our brief SKE datasheet for a better understanding of how our solution can deliver greater value with compelling ROI.

[READ NOW](#)

[follow on Twitter](#) | [like us on Facebook](#) | [forward to a friend](#)

Copyright © 2013, All rights reserved.

Our mailing address is:

Attivio
275 Grove St.
Newton, MA 02466

[unsubscribe from this list](#) | [update subscription preferences](#)