

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"

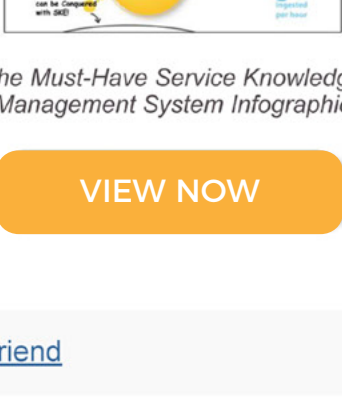
Email 1 Subject: *Infographic: The Must-Have SKMS*

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.



The Must-Have Service Knowledge Management System: Accelerated Recovery of Results from a Membership Survey of the Networks & Systems Professionals Association (NaSPA)

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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.



Enterprise Service Knowledge Delivery Survey

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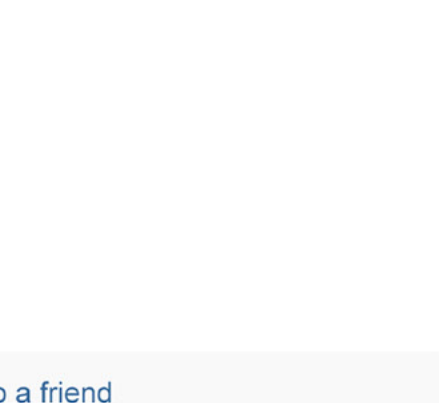
Email 3 Subject: *Video: Change the IT Support Game*

Jack,

Now is the time to take a true enterprise service knowledge management system (SKMS) off your wish list. With Attivio's Service Knowledge Expert solution, you can dramatically reduce mean time to restore service (MTRS), escalation rates, SLA violations, staff turnover and support costs, by giving your support staff a unified 360 degree view of each service incident.

[Watch this short video](#) to learn how Attivio's Service Knowledge Expert changes the support game:

- 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



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Email 4 Subject: *SKE: Adapt and Learn*


Jack,

While previous efforts to realize a true enterprise knowledge management system (SKMS) may have fallen short or rejected due to unreasonable 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® – our highly agile *unified information access platform* – SKE can help your 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

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



Service Knowledge Expert Datasheet

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


Jack,

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

This [Service Knowledge Expert whitepaper](#) examines the challenges a leading financial services firm wanted to solve with a service knowledge 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 going down the resource-intensive and time-consuming path of building a traditional SKMS, Attivio was able to meet the firm's requirements with a ROI that made sense.



Service Knowledge Expert Whitepaper

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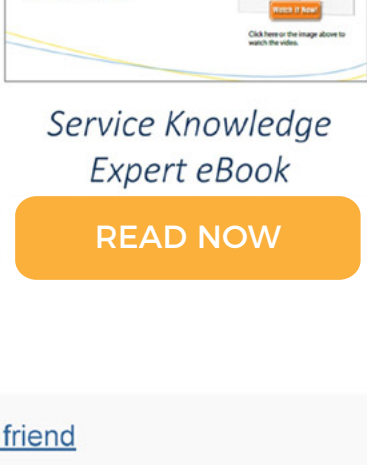
Email 6 Subject: *When you're ready*

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 innovating and have even more to discuss with you when your schedule allows.

In the meantime, you can [download our Service Knowledge Expert eBook](#) which consolidates the previous information assets into one file for easy reference or to share with your colleagues.

And when you're ready to talk more, please [contact us](#) so we can continue the conversation.



Service Knowledge Expert eBook

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