



## EMPLOYEE + CUSTOMER SUCCESS PORTALS

All aspects of business today are digital. So content is critical. The success of your employees and customers depends on finding, accessing, and using effective content more now than ever before.

### OUR EXPERIENCE

With our independent research and our diverse experience, ranging from intranets to extranets and from sales enablement to technical documentation, Content Science is a powerful content strategy and implementation partner.

We help you and your stakeholders overcome challenges and take advantage of opportunities to make your content work harder for your employees and your customers—and maximize the return on your investment.

### SAMPLE CAPABILITIES + ACTIVITIES

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| <ul style="list-style-type: none"><li>• Content auditing</li><li>• Content performance evaluation</li><li>• Content operations assessment</li><li>• Content gap analysis</li><li>• Content testing with users</li><li>• Content strategy + planning</li></ul> | <ul style="list-style-type: none"><li>• Content personalization planning</li><li>• Content modeling + requirements</li><li>• Taxonomy + content architecture</li><li>• Content playbooks + guidance</li><li>• Content concepts + testing</li><li>• Implementation training</li></ul> |
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### SAMPLE PORTAL CLIENTS



We conducted a robust assessment, advised on changes, and trained global teams for B2B + B2C portals.



We defined content migration strategy, taxonomy, + navigation for the global intranet + partner portals.



We trained teams of content creators + subject matter experts in best practices + new processes.