IRMS Presentation

IM in action: a practical example
The Problem

- Global collaboration effort required for marketing material production
- Multiple systems in use for collaboration
- Difficult to find the right content
- Sales people using the wrong marketing material
  - Brochures
  - Promotions (Out of date/Expired)
  - Price lists
- Providing customers with the wrong information
- Duplicating content on a regular basis
The Solution

- Rationalised to using one platform for collaboration and publishing
- Developed and implemented a standardised taxonomy
- Modelled personas to identify different users needs
- Provided multiple users journeys to provide the content in a way that met each personas needs
- Single source of the truth
- Reduced contextual email traffic by 90%
- Completely removed the practice of offering expired promotions
Content Management – Back-End

School Info (FF, DG, Price List, Brochures)

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User Experience – Front End
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Welcome to the Bath School Page.

Discount on ILS 2016 Worldwide
*20% off on ILS 35% off on IE for Sydney, Brisbane, Melbourne, Adelaide and Perth Evening English…

Promo Code: WE274
Promo Valid Until: 23 September 2016

Africa discount on ILS
20% tuition off on ILS bookings

Promo Code: AF11
Promo Valid Until: 23 September 2016

1st half year 2016 on ILS
20% discount on 2 weeks+ ILS bookings plus 20% off enrollment fee for 2 – 20 weeks or enrollment f…

School Principal/Director
Mark Lloyd
Principal
Bath

School Code
BAT

School Address
Kaplan International Bath
5 Trim Street,