Vignette Engages Customers in More Relevant and Valuable
Discourse Through Vignette® Dialog and Vignette® Messenger.

Customer Business Profile. Vignette Corp. enables enterprises to achieve real-time advantage by rapidly building, deploying and optimizing enterprise Web applications. Vignette's technology platform for the Real-Time Enterprise comprises four categories of application services: integration, information, interaction and management. In addition, Vignette Professional Services works closely with a variety of consulting partners to help ensure customers' success in implementing Vignette technologies. Vignette powers the Web applications of more than 1,600 leading organizations and is headquartered in Austin, Texas. Vignette has offices located throughout the Americas, Europe, Asia and in Australia.

Customer Online Initiatives. Delivering the right information to the right audience at the right time is among the key objectives that Vignette's enterprise Web applications help its customers accomplish as part of their Web strategies. When Vignette set out to make its online communications with customers more relevant and influential, the company chose two of its own applications – Vignette® Dialog and Vignette® Messenger – to help manage demand generation marketing campaigns and customer care initiatives. Vignette is using these tools to create personalized messages for each target audience, deliver them through multiple communication media, track and analyze the responses, and improve future conversations with its current and prospective customers.

Customer Profile

Industry:

High Tech

Technology:

- Vignette® Dialog
- Vignette® Messenger
- Operating System: Sun Solaris 8
- Web Server: iPlanet 6.1
- Application Server: BEA WebLogic 6.1
- Database: Oracle 8.1.7

Live Site:

www.vignette.com

Benefits:

■ Consistent, effective communications and demand generation campaigns

■ Teams have greater control of marketing initiatives and can quickly move from planning through execution

■ Automated processes create a closed loop for all communications

■ Ability to generate qualified sales leads and respond intelligently to prospects' unique interests

■ Teams can track all communications and immediately measure results.

■ Highly personalized communications help convert a higher percentage of prospects to customers

■ Standardized, easy-to-use templates and tools help Vignette maintain a consistent brand and overall look-and-feel in its communications

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The Challenge: Evolving Beyond Costly, One-Dimensional Campaigns.

In the past, limited time and staffing had forced Vignette's marketing and customer care teams to focus on one outreach campaign at a time, directed at a single audience. "Our limited resources forced us to become marketing generalists and we found ourselves building soft and conservative campaign strategies," says Nolan Rosen, Vignette's vice president of marketing. "We were struggling to create a communications framework that drove end-user organizations through a marketing buying cycle. We needed a deeper understanding in two areas: customer buying behavior and the effectiveness of various media options, including telemarketing, inside sales and field sales."

Vignette also relied on outside telemarketing companies, fulfillment houses and clearinghouses to execute the campaigns. Usually, a different company handled each communication medium – e-mail, direct mail, advertising and telephone-based outreach – which produced separate streams of results that Vignette's internal teams struggled to track, consolidate and analyze. Communication was one-directional, and customers' feedback couldn't be automatically integrated into Vignette's systems. Responses had to be manually reviewed by a staff of contractors to determine each respondent's level of interest, what specific information they wanted, how they preferred to be contacted, and so on.

The Solution: Personalized Outreach to Diverse Audiences.

Upon acquiring the technology behind Vignette Dialog and Vignette Messenger from Revenio in 2002, Vignette was eager to prove how those products could enhance its own marketing and customer communications campaigns. The teams' objectives included the following:

- Generate multiple campaigns that cover an unlimited range of topics for different target audiences

- Automatically extract and merge customer-related information from a variety of databases, customer relationship management (CRM) systems, Vignette's Web site and other sources to create targeted mailing lists

- Automatically segment customer lists by industry, job role, stated interests and other defined criteria to help ensure that each unique audience receives only relevant messages and product information

- Consolidate audience feedback from every communications channel for updating in real-time, through analysis and rapid follow-up

- Automatically interpret responses to further personalize the next round of communications, fine-tune the overall campaign messages and sustain multiple dialog threads

- Guard against over-communicating with customers and prospects by ensuring that messages from different Vignette teams are delivered at appropriate intervals and through the recipient's preferred communications medium

> "We can now measure the true success of our marketing efforts, better understand our customers' interests today, and use what we've learned to communicate with them even more effectively tomorrow. It's been a dramatic success for us."
>
> – Nolan Rosen,
> Vice President of Marketing at Vignette

Browser-Based Tools Streamline Communication and Follow-Up.

Vignette's interaction management tools automate and oversee two-way communications with customers, prospects and other audiences across e-mail, Web sites, direct mail, call centers, fax, wireless devices and other media. Using this technology, teams can plan and carry out ongoing dialogs with various audiences while continuously incorporating respondents' expressed interests and comments to create a one-to-one experience. Built on the Vignette Dialog engine, Vignette Messenger is designed to manage one-step e-mail communications that do not require a response, such as announcements, newsletters or holiday greetings. Both applications are supported by Vignette® Traffic Cop, a global contact management tool that enforces user-specified rules to regulate how frequently the target audiences are contacted and through which communication media.

Vignette's solution uses intuitive, browser-based tools for handling all phases of a campaign – designing dialog messages, importing customer data, segmenting customer lists, creating links to related materials, testing the dialogs, sending the messages, tracking the responses and reporting the results. In light of these extensive capabilities, the company's IT staff found Vignette Dialog and its supporting applications to be remarkably easy to install. "Two people were able to install the software, create user accounts, set up the first dialog, define and segment the recipients, map out the workflow and initiate the campaign in less than a week," says Rosen. "From there, the graphical layout tools are simple enough that marketing employees could immediately begin creating their own dialogs."

Vignette's demand generation team used Vignette's campaign management solution to launch a multi-media, multi-tiered campaign consisting of three different conversation topics in November 2002. The team created initial e-mail messages around each topic and added interactive scripts – essentially, a mini-survey form – that recipients could fill in with a click of the mouse to indicate whether they wanted to be sent additional information, receive a follow-up call from a sales representative, be removed from future mailings on that topic, and so on. Included in the script was a box containing the recipient's phone number as it was listed in Vignette's records, giving the person an opportunity to update that information if needed.

As responses came back, the technology automatically recorded the results and inferred the appropriate response to each e-mail – forwarding requests for follow-up calls to a sales representative, including those who requested more information in the next round of the dialog, updating people's contact information in the database – with no need for manual sorting or interpretation. Three Vignette telemarketers and 12 sales representatives handled the entire follow-up process, "which would have required an army of external contractors in the past," says Rosen.

Dialog contains a marketer's console, accessible from a Web browser, in which the marketing and customer care teams can track customer responses, monitor the dialogs in progress, analyze the feedback, generate reports showing the success of a given campaign, and compare the results to previous campaigns. Also, evolutions to Vignette's marketing messages and other kinds of updated information were immediately integrated into ongoing dialogs. This capability proved its value in December 2002, when Vignette acquired Web portal software developer Epicentric Inc. and wanted to convey the benefits of that strategic decision to participants in the dialog on portals that had begun two weeks earlier. Using real-time updating tools, the marketing team quickly refined the dialog content to highlight Vignette's extended value proposition of portal integration.

The Epicentric acquisition also required Vignette's customer care organization to quickly develop and distribute a four-stage e-mail initiative notifying Epicentric customers of changes and enhancements to their online and phone support systems. "We found that Dialog and Messenger were ideally suited to the task of personalizing our messages for a specific segment of our customer base, quickly distributing consistent information to the right people within each organization, and gathering important feedback from our customers about the service and support changes that we were making," says David Young, director of operations and support for the Vignette customer care organization.

Campaign Costs Drop While Response Rates Soar. For the first outgoing message in the marketing team's inaugural Vignette Dialog e-mail campaign, more than 40 percent of recipients opened the e-mail and 19 percent of them requested additional materials or a follow-up call – compared to a typical marketing campaign response rate of 2 percent. Besides generating more qualified sales leads, the team can now execute a campaign for about one-fifth the cost of hiring outside companies to do the work – an estimated initial savings of anywhere between $14,000 to $32,000, depending on the size of the distribution list. By handling all follow-up communications on its own, the marketing team has reduced its outsourcing budget by 80 percent as well. It now takes an average of two days to plan, stage and execute a marketing campaign with Vignette's campaign management solution, compared to as long as one month using manual methods.

"We've heard nothing but positive comments from customers during our most recent campaigns, but more importantly, we are starting to see positive impact in our revenue numbers with

63 percent of new deals coming from marketing," says Rosen.

Future Plans. Vignette is further integrating the Vignette Dialog and Messenger tools with the company's Web site (www.vignette.com) to enable the applications to initiate automated dialogs with visitors who request additional information or post a question on the site. Similarly, the customer care organization is tying Vignette Dialog into its online support system and CRM application so that representatives will automatically be notified of customer satisfaction issues or potential new sales opportunities.

"Vignette Dialog has given us the confidence and flexibility to carry on interactive conversations spanning multiple topics with very specific groups of people – and turn those conversations into opportunities for increased sales and more satisfied customers," says Rosen. "We can now measure the true success of our marketing efforts, better understand our customers' interests today, and use what we've learned to communicate with them even more effectively tomorrow. It's been a dramatic success for us."

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