

WEM: Keeping up with constantly increasing user expectation

Users and their expectations from the web are evolving, perhaps, at a rate faster than technologies. They now want the web to think and behave like them – a web that is capable of both logic and emotions. They are not concerned with how their web queries are addressed; they just want them to be addressed.

KEY BENEFITS

- 25% reduction in time to value with the right blend of Web Content Management and UCSE
- 15%-20% decrease in customer attrition with improved customer satisfaction
- One stop shop for Web Experience Management, which helps in reducing time-to-market and costs by 20% (or more)
- Enables an enterprise to drive web experience management across the enterprise

CUSTOMER DELIGHT

- ↑ Increase in hits by 63%
- ↑ Increase in page views by 80%
- ↑ Increase in total number of visitors by 208%

What happens when...?

Online users looking for information, product, or service, want to access what they are looking for quickly - and without having to sift through tons of unnecessary, fluffed-up text. This user behavior is a warning to all product/service providers to ensure that users' web experience is positive and satisfactory, or else they run a risk of speedy rejection from their potential customers.

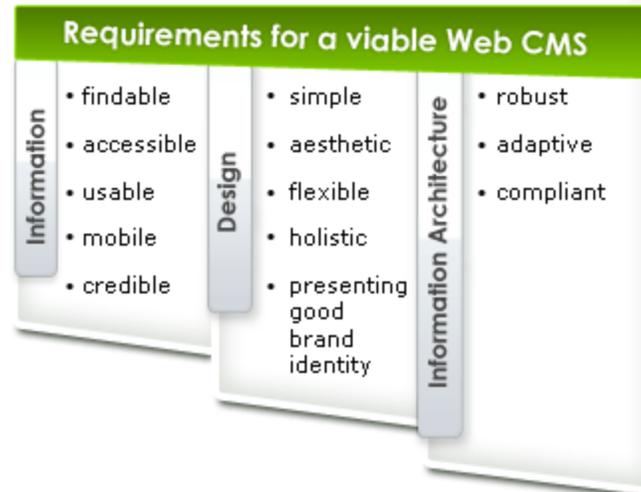


Issues plaguing almost all product/service providers

Is there a solution?

Whether you are a software vendor, manufacturer, healthcare provider, or into BFSI, in order to manage and keep your customers happy and loyal, a viable Web Content Management System (CMS) is needed.

Overwhelming as it may sound, herein lies the opportunity – by making the web experience of your customers pleasant, you can easily:




Make the web generate better ROI



Improve customer stickiness on websites



Reduce customer attrition

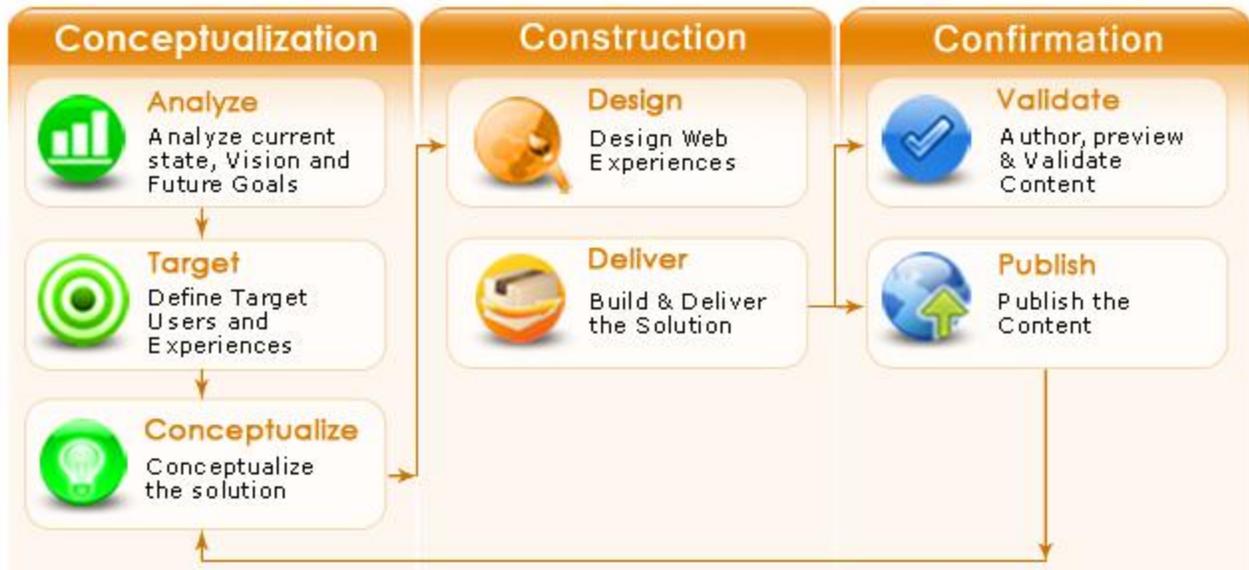


Improve adoption of enterprise portals

SpadeWorx offers a comprehensive solution

SpadeWorx offers a holistic Web Experience Management (WEM) service that addresses the varied content management requirements of organizations ranging from early stage companies to large corporations. It is based on our User Centered Software Engineering™ (UCSE) methodology that helps to build a flexible, rich, and ever-evolving Web CMS. This empowers end-users to take control of their web content, something that is difficult to achieve with a conventional CMS.

From a User Experience Survey to Development, Release, and end-to-end ownership, our solution is a one-stop-shop for companies across all verticals. Our approach to provide you with solutions that offer a rich web experience:



Why work with us?



We have the expertise

- A group of 100+ experts delivering rich, intuitive, and usable business and consumer application
- Global footprint – Australia, India, Singapore, UK, USA
- IPR to many patented next generation technologies in the Internet and Media domains
- Recognized in the Top 50 Emerging IT companies list for two consecutive years (2009-10) by NASSCOM®
- Recognized in the Top 10 Most Promising IT Services Company list by Silicon India



We follow an effective set of best practices

- UI with corporate look-and-feel for quick recall
- Creating personas to help build a user-friendly system
- Identifying a user or user group for constant reference throughout the development cycle
- Documenting generic user behavioral patterns for different scenarios
- Widget based development for speedy integration



We have proven ourselves

- Case Study: WEM process implemented for developing content portal for a leading financial services company. Result: Transformed user experience and business growth, resulting in:
 - Increase in hits by over 200%
 - Increase in page views by 80%
 - Increase in total number of visitors by 208%

SpadeWorx Software Services

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