

Personalization

Personalization is big business these days. It is no longer enough to provide a static, anonymous website, whether it's your internal company intranet, a partner extranet or a customer facing website.

With the advent of technology that can 'recognize' visitors to your site, content can be tailored to elicit the maximum response desired – whether that is gathering information, further site clickthroughs, purchase of your product or service or the registration of their personal details. Users expect to see relevant and timely content and if they don't get it at your site, they will go to one that does.

The benefits

There are two benefits of offering website owners personalized content:

First, by offering your audience the chance to register their preferences and personal priorities, you'll find out more about their personal likes and dislikes. These factors can allow you to build more appropriate content, perpetuating the relationship between host company and visitor.

Second, personalizing your content ensures your website remains dynamic and up to date – by its very nature, personalized content must change regularly to stay personal (who wants to read the same articles week after week?). If your audience knows they will receive relevant and up to date content they will return time and time again.

How can Morello help?

Mediasurface understands that website owners want personalized content solutions for their sites and already offers the capability as standard within its innovative Morello Web Content Management (WCM) system. No special third party products or expensive integration efforts are required to achieve this.

Morello offers a user-profile based personalization solution, also known as "explicit personalization" as part of its WCM. This allows your website visitors to register their details and preferences in order to receive specific content when they visit the site. With Morello, the personalization options you offer site visitors are customizable to your site, company or industry and can allow you to identify particular hotspots in your content offering.

Personalization in intranets

When dealing with company intranet solutions, it is often appropriate to present personalized information according to specific job titles or departments. This ensures that the content displayed is relevant to that visitor. Morello allows you to create specific user 'profiles' that you can then use to display the most suitable content for that profile. These profiles can be defined and maintained within Morello, but it is also quite common that an external Directory Service is used for this. Morello then uses the information that you already hold, eliminating the need for maintaining user names and profiles in two different systems.



Personal profiles

For example, a profile for your sales team could be known to Morello. Once a sales user has logged on to his desktop, he can open up a browser to access the intranet. Through single sign on, Morello recognizes the user and automatically displays content that is specific to his job, such as sales targets, marketing support and product or service updates. He does not see irrelevant information (although it is still available should he need it for any reason).

Assume you establish that a large percentage of users subscribe to HR related information on your intranet. You may decide to extend your HR section to incorporate commonly used information (e.g. staff handbook, holiday forms, company announcements etc). You could even add e-HRM functionality, for instance allowing people to swap salary for extra holidays, or change their personal details online. It's up to you.

External websites

External website solutions can offer similar personalization capabilities, with known users being identified at log in via registration details. These details can be maintained inside Morello, but it is not uncommon for them to be held on another system (e.g. SAP). This means that your website can identify registered users from new or anonymous visitors and offer appropriate content. This allows you to maintain and develop the relationship offering tailored content – vital in today's busy and competitive website market.

Take an online computer games retailer. Once logged on, subscribers see content that reflects previous product searches or purchases (e.g. sports based games or children's games). The retailer may also offer exclusive deals or discounts to repeat purchasers or visitors, or allow priority ordering of new titles. By identifying the visitor's interests, there is an increased loyalty from the visitor and probably an increased tendency to purchase items in future.

Explicit personalization

The great thing about Morello is that you don't need to buy any additional software to leverage its explicit personalization capabilities. It has all been built into our core product, eliminating the need for additional licenses and difficult and expensive software integration efforts - a vital consideration when you are working to a budget. By taking this route, you can be sure that the solution you purchase offers a consistent set of functionality; that it will be installed and set up by experienced and expert consultants; and you will have a single point of contact for any future queries.

Implicit personalization

An alternative option is implicit personalization. Here, analytical software is used to offer users relevant content by 'understanding' the articles they read, the products they buy or, for instance, the sections of your website they visit. Future browsing is then led by this and pages or articles the software thinks the user will be interested in are promoted. Morello is fully able to leverage such analytical software and tailor content based on the site visitor's behavior. This is achieved through our Infrastructure Ready™ integration capabilities that are part of the standard Morello solution.

Conclusion

By enhancing the personalization aspect of your site, you enhance the user experience. You can engender strong loyalty from the users of your site as they begin to turn to it as a first choice over another resource. No matter whether this is your online web shop, or an employee intranet. This ultimately means your site users will return again and again, fulfilling the dream of a valued and worthwhile resource.

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