

## Vignette® Dialog

### **What is Vignette Dialog?**

Vignette Dialog is an application for designing, executing and measuring proactive dialogs, based on customer behavior and business rules. Vignette Dialog establishes a method for enterprises to consistently improve relationships individually across multiple online and offline touch points through integrated, automated business processes.

### **What are the key capabilities of Vignette Dialog?**

Vignette Dialog provides the key capabilities as listed below. For more complete descriptions of these capabilities, please see the Vignette Dialog datasheet.

#### ■ **Interactive, Event-Triggered Dialogs**

- Content-rich dialogs that can include e-mail messages with interactive questions. The responses submitted are used to determine the next step in the dialog.
- Dialogs can start by events, trigger specific actions, and integrate external systems. Examples of events include Web site registration, abandoning a purchase, cancellation of a membership, and cancellation of a policy.

#### ■ **Multi-Step Dialogs**

- Span any range of time and can involve any number of steps in order to meet business requirements.

#### ■ **Support for Multiple Touch Points**

- Utilize online and offline touch points such as e-mail, Web pages, phone calls, direct mail, pagers, cell phone text messages, etc.

#### ■ **Integrate with Enterprise Content Sources**

- Use content from relevant sources that exist throughout the enterprise such as file systems, databases, XML repositories, ERP applications, document management applications, and other data that exists outside of the enterprise firewalls.

#### ■ **Graphical, Browser-Based Interface**

- Provides business users the ability to quickly and easily define, modify and track dialogs, which include managing the process, the actions and the appropriate content.

#### ■ **Reports**

- In-depth reports to understand constituent responses, selected options and interaction requests to gain accurate results and better understand constituent preferences.

### **What business challenges can Vignette Dialog help address?**

#### ■ **Vignette Dialog helps organizations communicate consistently across online and offline touch points.**

- Myriad options are available for communicating with your organization. In order to provide the best experience, organizations must be capable of coordinating communication across all available touch points such as the Web, e-mail, direct mail, phone calls, and text messages on pagers or mobile phones.

■ **Vignette Dialog helps organizations meet constituent demands.**

- As constituents use more and more communication touch points, they expect not only for organizations to support those touch points, but they also expect personalized information. The increase in the number of touch points available has also resulted in an increase in the number of interactions.

■ **Vignette Dialog helps to keep costs low.**

- Information is flowing into organizations faster than ever before. Without a pro-active plan for handling constituent needs, costs will grow to unmanageable proportions. The ability to proactively plan dialogs as well as the ability to re-use and leverage existing content, applications and processes allows organizations to better control costs.

■ **Vignette Dialog helps you communicate complete, accurate information.**

- Customers, suppliers, partners and employees demand up to date, accurate information. Without the proper information customers become less loyal, suppliers and partners burn unnecessary resources obtaining information, and employees become frustrated.

**What if I want to use Vignette Dialog but I still need to do simple e-mail campaigns?**

Simple e-mail campaigns can be created using Vignette Dialog. Alternatively, Vignette Messenger can also be used for simple e-mail campaigns. Vignette Messenger is an application built on Vignette Dialog that is limited to one-step e-mail communications. Business users benefit from Vignette Messenger's wizard-based user interface for creating e-mail campaigns.

**I've already made an investment in a CRM system. How can Vignette Dialog leverage that investment?**

Vignette Dialog can add value on top of your CRM system by extending the reach of your current solution to multiple communication touch points and by integrating customer interactions with your Web sites and portals. Vignette Dialog includes an open API that allows you to integrate with existing CRM applications.

**How do I use Vignette Dialog to enhance my Web site?**

Vignette Dialog can enhance Web sites by using events that occur on the Web site to begin and continue interactions. Examples of events that occur on Web sites include registration, downloads and transactions such as a purchase or return. Events have the ability to begin a dialog and can also cause a dialog that is already in process to continue on to the next step. By integrating Vignette Dialog with your Web site, you can conduct automated, personalized communications based upon an individual's actions on your site.

**Can I use Vignette Dialog with my call center application? How about with my sales force automation (SFA) system?**

Absolutely. Vignette Dialog is designed for handling interactions across multiple communication touch points including phone, Web, e-mail and direct mail. Due to the open architecture of Vignette Dialog you have the ability to integrate with call center applications, sales force automation systems and customer relationship management systems.

Integrations between Vignette Dialog and existing systems can:

Enable events in the existing application (SFA, CRM, Call Center) to trigger dialogs

Provide content for use in dialogs

**How is Vignette Dialog different than Vignette Messenger?**

Vignette Dialog allows users to design multi-step dialogs through multiple touch points (e-mail, Web, direct mail,

phone, etc.). Vignette Messenger is an application built on Vignette Dialog and is limited to one communication touch point (e-mail) and one-step communication.

### **How is Vignette Dialog integrated with other Vignette solutions?**

Vignette Dialog can use Vignette content management solutions as a source of content for communications such as e-mails and direct mail pieces. The Vignette integration components can also be used to connect Vignette Dialog to existing enterprise applications.

### **What communication touch points does Vignette Dialog support?**

Vignette Dialog offers support for e-mail, the Web, phones and direct mail. Other communication touch points can easily be added with customizations.

### **I have my prospect and customer data stored in several different databases. How can I use this disparate data in my dialogs?**

Vignette Dialog can be configured such that it maps directly to the data from various data sources as described above, or you can choose to import the data you need. Alternatively, the Vignette Business Integration Studio can be used to link existing enterprise applications with Vignette Dialog.

### **Can I conduct surveys? If so, where are the responses stored?**

Yes, you can do surveys. The responses are stored in the database as defined by you, such as your existing customer data warehouse or in the Vignette Dialog system database. Vignette Dialog is ideal for surveys as it allows you to react immediately and appropriately to the responses. You can make a phone call when the response warrants it, but send an e-mail and forego the high cost of a phone call in the case where e-mail follow up is adequate. Benefiting both the end user and the organization, Vignette Dialog can save costs through the selection of the right type of touch point for the right type of communication.

### **How can I make sure my customers and prospects don't receive too many messages, too frequently, from my organization?**

Vignette Dialog includes the Traffic Cop feature, which allows for the global, automated management of all correspondence. You set the contact frequency rules and Traffic Cop handles the rest. The Traffic Cop feature can limit communication for each touch point individually, or for all touch points at the same time. Additionally, Vignette Dialog can prevent the same customer or prospect from being in a dialog more than once.

### **Is Vignette Dialog available as a hosted application or only as a packaged application?**

Vignette Dialog can only be purchased as packaged application at this time.

**For more information about Vignette solutions, please call 888.608.9900 or visit our Web site at [www.vignette.com](http://www.vignette.com).**



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