

fischer

Crafting user experience - Harvesting growth

YOU MAKE THE DIFFERENCE



tim

The editorial system for
digital technical documentation

User experience: TIM Content Delivery

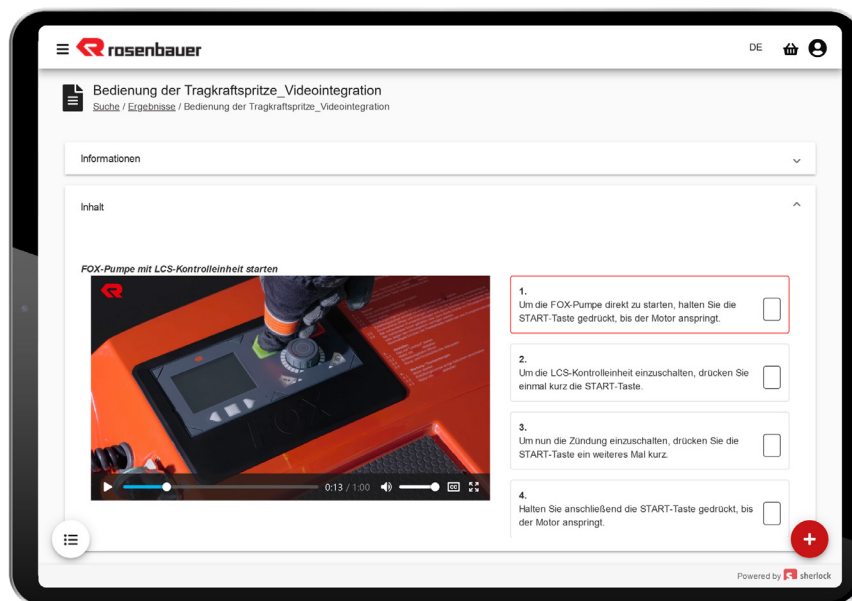
So that your target groups can find what they are looking for quickly and easily

Today's users expect quick and easy answers. Nobody wants to read pages of PDFs anymore. Even before Google comes into play, the first video on YouTube is opened. And this is exactly where our TIM Content Delivery comes in. Provide your users with customized answers (e.g. instructions in the event of an incident or video instructions) digitally, easily, quickly and with the use of modern media via a portal at any time and thus meet their information needs.

Direct access - worldwide - always up-to-date

- ✓ User friendly navigation structures - click your way to the right information with just a few clicks
- ✓ Convenient search functions, e.g. Error-tolerant full-text search with auto-complete, synonym search
- ✓ Comprehensive filter functions (facet search)
- ✓ Watch list for a temporary Storage of content and documents
- ✓ Integration of modern Media (e.g. 3D models, videos with jump labels)
- ✓ Responsive design for use on the laptop, Tablet, smartphone

Suitable answers to users' questions



WIN WIN WIN – Modern Information provision

Users of TIM Content Delivery	Technical editor	The company
<ul style="list-style-type: none">- Customized answers- Always up-to-date user related information- Worldwide access- Modern media increase comprehensibility- Experience (technical) information	<ul style="list-style-type: none">- Automatic sync with TIM- Provision at the touch of a button via digital interface- Full control over the visibility of the information- Documents, Topics, HTML5, iiRDS, VDI2770	<ul style="list-style-type: none">- Reduces search times- Reduces support costs- Increases the customer satisfaction and safety- Promotes upselling- SaaS - ready to use immediately- Interface for portals, apps, systems

User experience: TIM Content Delivery enriched

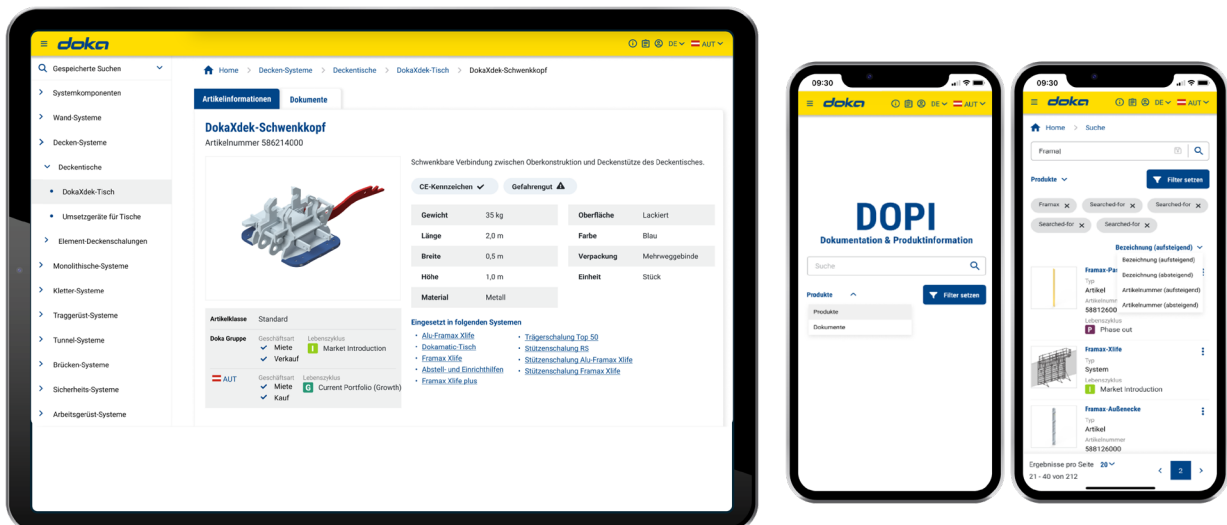
For example with product information

TIM Content Delivery enriched not only enables the integration of usage data, but also product data and a profound and intelligent linking of this information. By connecting PIM systems, a more specific data output is achieved, providing users with even better information. With the help of the products and their properties, users can search for instructions and information. The reverse search of instructions for products, articles, article variants or accessories is also possible. The integration of additional data types such as application and project-specific information or target group and activity-oriented information and their intelligent linking creates considerable added value.

Find the right information even easier

- ✓ Combined presentation of product and usage information
- ✓ Filter function according to product/document properties (facet search)
- ✓ Hit lists with Ranking/sorting options according to products/documents
- ✓ Interface for the integration of source systems (PIM system such as TIM connect)
- ✓ Error-tolerant full-text search with auto-completion for products/documents
- ✓ Full integration with TIM Content Delivery

Product and usage information in one place



WIN WIN WIN – Combination of product data and usage information

Users of TIM Content Delivery enriched

- New user experience through a combination of product and usage information
- Can be used on any device thanks to responsive design
- Use of modern media
- Individualized access – target group oriented

Technischer Redakteur

- Single Source – Multi Channel
- Automatic Sync with TIM
- Enhancement of content through product data
- TIM and TIM connect for data maintenance

Unternehmen

- Interface for the integration of source systems such as PIM, PLM, ERP
- Full control over access rights
- SaaS – secure information in the cloud
- REST-API for digital access

User experience: TIM Community App

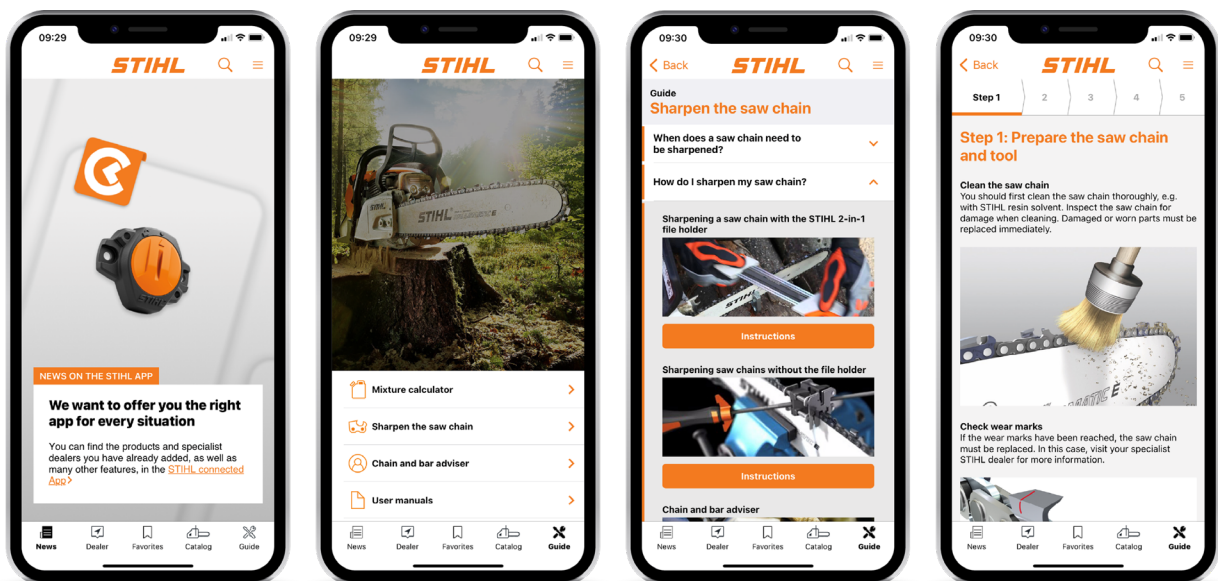
Marketing and Service information for building a community

For the company Stihl, chainsaws and other products are not just professional tools, but also have emotional aspects for customers. They identify with Stihl tools and see themselves as a community of users. The idea behind the TIM Community App is to bring together relevant information about the products and make it available to users in a new, modern way, combining sales information, expertise and service and usage information to create a new user experience that sets Stihl products apart from other manufacturers.

Mobil-friendly usage and service information

- ✓ Interface for the integration of source systems (e.g. TIM, PIM, ERP etc.)
- ✓ News about products or the company
- ✓ Favorites function for temporary storage
- ✓ Trader search
- ✓ Guides (video, usage, service, step-by-step instructions)
- ✓ Product catalog

Marketing, service and community ideally combined



WIN WIN WIN – Integrated experiences from different sources

Users of the TIM Community App

- Community experience
- Targeted user guidance
- Appliances, spare parts, dealers
- Advantages of registering your own product
- Always up to date with new products

Technical editor

- Single source – everything from one source
- Use of semantic elements (TIM metadata)
- Enhancing editorial content with data from other sources

The company

- Customer loyalty through community experience
- Increase in sales of appliances and spare parts
- Position of the brand through attractive app offers
- Increase in spare parts business
- Use of your own agency

User experience: TIM Customer Experience Hub

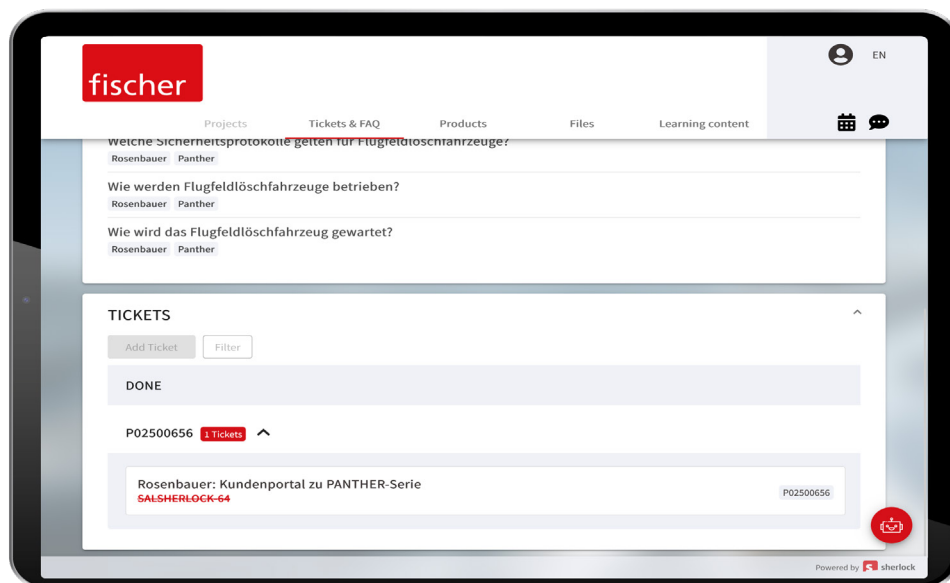
For a consistently positive user experience

Imagine a customer buying a product and carefully considering which one best meets their needs. The basic functions of all products are similar, but there are differences in special functions such as configuration and maintenance - precisely in areas that are not used on a daily basis. With the TIM Customer Experience Hub, your customers receive mobile-friendly usage and service information about their products. All relevant information is in one place.

New experience for your customer

- ✓ Personalized Customer access
- ✓ Illustration of all products and information about them
- ✓ Access to FAQ and tickets
- ✓ Interface to ticket systems, CRM, PIM etc. (for the integration of customer and product information)
- ✓ Integrated TIM Content Delivery
- ✓ Provision of customized Information (e.g. news, software updates, products)

All your customers' relevant information in one place



WIN WIN WIN – My products, my tickets, my news

Users of the TIM Customer Experience Hub

- Single Point of contact
- Quick and easy overview of your own products
- Quick access to all important information
- Immediate help through FAQ
- Added value through tickets, news and learning material

Technical editor

- Semantic structure for FAQ
- Fully integrated content delivery
- Intelligent enrichment with additional data and documents
- Target groups perfectly addressed

The company

- Customer registers products
- Upselling through individual offers
- Customer loyalty through modern information provision
- General information platform in the cloud can be used for many purposes

User experience: Service Assistant

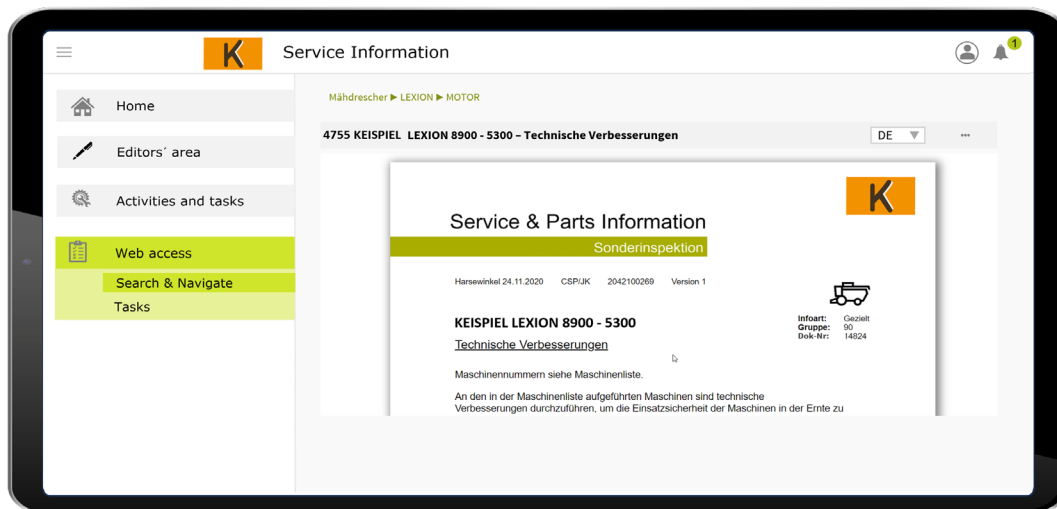
Faster and better service

Increase the quality of your service and make significant cost savings by processing your information smartly and intelligently. All relevant service information on your machines and systems is linked from the various source systems. Via a user-friendly interface - the Service Assistant - the information is made available to every user, whether maintenance staff, service technicians, support staff or your customers themselves.

Cockpit for the service

- ✓ Information for service (e.g. spare parts, resources, effort, service documents)
- ✓ Troubleshooting
- ✓ Targeted information distribution incl. authorization system
- ✓ Planned Measures
- ✓ Machine-related Tasks
- ✓ Notification procedure
- ✓ Automated distribution of tasks
- ✓ Allocation of multi-level specific access rights

All service information at a glance



Excellent service - benefits for everyone involved

Users of Service Assistant	Technical editor	The company
<ul style="list-style-type: none">- Self service saves valuable time- All service information available in one place- Step-by-step instructions- Collaboration with the manufacturer's service experts- Product life file	<ul style="list-style-type: none">- FAQ, maintenance tasks and guided step-by-step instructions- Enrichment with additional media and external documents- Decentralized recording- Linked information in the knowledge graph	<ul style="list-style-type: none">- Customer self-service saves valuable resources- More satisfied customers thanks to excellent service- Provision of target group-oriented information- Single point of truth and interface for digital access