CNGL’s cutting edge technology can help you empower your customers, reinforce their satisfaction and improve their customer experience.

**Industry Challenge**

Companies recognise that providing relevant support documents that are readily available can increase customer satisfaction. However, since content quickly accumulates in different content ‘silos’ across multiple languages; customers often don’t know where to find the information they need.

Surprisingly, many content management systems fail to make use of external information, or only search for solutions across one resource type and in one language. Therefore, customers often resort to general online searches; reducing their satisfaction.

CNGL identified an opportunity to maximise existing corporate and external resources. In collaboration with Symantec’s customer support team, CNGL developed a solution that sought to **personalise and adapt user queries** from the company’s technical library and wider knowledge base, across a number of languages.

**The CNGL Solution**

CNGL’s personalisation experts developed a web-based PMCC (Personalised Multilingual Customer Care) technology that personalises delivery of open-web and user-generated forum content for **each customer query**.

PMCC technology provides focused assistance to customers by **drawing on the best combination of content**. It enables companies to **reduce costs, increase satisfaction** and **track support activity** for each customer based on past behaviour, so future interactions can be more personalised.

To learn more about CNGL’s content personalisation technologies, contact: collaboration@cngl.ie

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**Spin Out Opportunity**

Emizar is a commercial start-up currently licensing this technology from CNGL. The Irish-owned company, which was spun out from CNGL is supported by Enterprise Ireland.

**About CNGL**

CNGL Centre for Global Intelligent Content is a collaborative academia-industry research centre, dedicated to making sense of the digital world by delivering disruptive innovations in digital media and intelligent content. Our advanced content processing technologies adapt and personalise digital content to meet the evolving needs and preferences of users across global markets.