

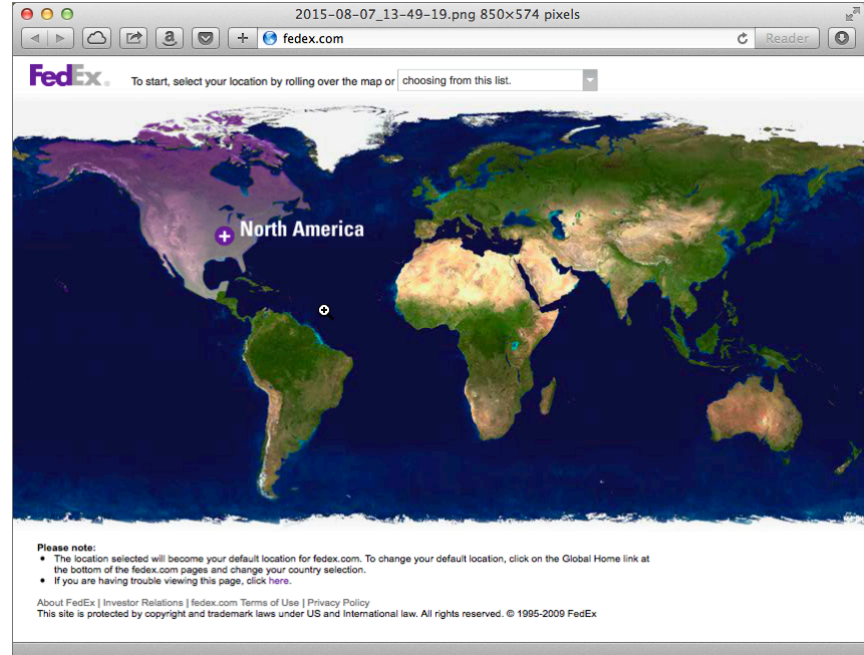
fedex.com Content Management

THE TEAM

THAT SHORTENED CONTENT REVIEW 36%, DESPITE 35% MORE REQUESTS

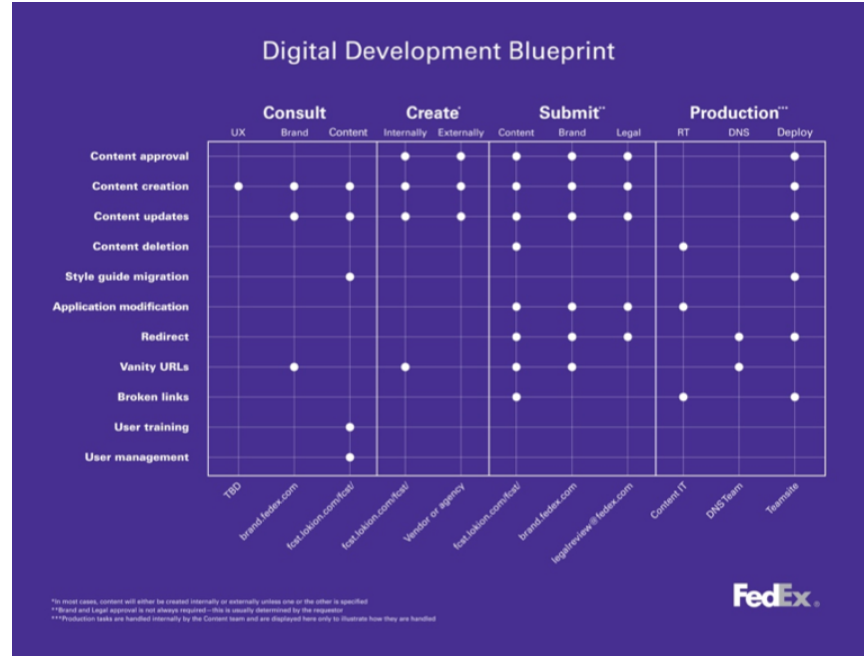
More than 50,000 web pages

- Our assignment:
 - Recruit a team of three full-time content managers.
 - Provide continual support on content requests for all domestic fedex.com properties.



Specific responsibilities + leadership roles

- Compliance:
 - Review, consult on, and approve all new content, promotional requests and application interfaces.
 - Serve as QA support for quarterly corporate load.
- Production:
 - Implement day-to-day edits, updates, and deletions.
 - Participate in testing of loads and checkouts.
- Design:
 - Design navigation, content, promotional pages, ad objects, banners, forms, and simple application interfaces.
- Consultation:
 - Work on all system enhancement initiatives; new workflows, and template development.
 - Train internal departments, business owners and agencies.
 - Provide advice and consultations to all regions as needed, sharing best practices.



Results

- Reduced average review time 36%, even as average request volume increased 35%.
- Also:
 - Implemented more than 800 business content pages in 4 months (3.0 migration for U.S.).
 - Was awarded content management responsibilities for fedex.com sites in all Latin-American countries.
 - Was awarded responsibility for emergency service alerts.

YOY Mid-Year Comparison: Request Volume and Avg. Review Time (FY09 and FY10)

