

Deliver the next generation of personalized, connected customer communications

Get the customer and keep the customer with OpenText™ Customer Communications Management solutions

Companies that anticipate and fulfill their customers' needs before they even know they have them create a remarkable customer experience. In today's digital economy, companies are competing for customers like never before due to the ease of switching brands at the click of a button. It's important to realize that the sale is just the beginning of the customer journey and a Customer Communications Management (CCM) solution must be able to support individual communication preferences combined with ultra-personalization for all customer touch points.

You can't separate your customer communications from your overall customer experience strategy, but for marketers and business users, executing a consistent omnichannel customer experience can be nearly impossible. They need to manage high volumes of diverse digital content, and the issues are complicated by disconnected point solutions, disparate departments, inefficient workflows, long lead times to make changes, and overburdened IT resources that cause inconsistent branding, delayed time to market, ineffective communications, and lost revenue.

OpenText CCM solutions help you develop strong customer relationships by providing a seamless, consistent, continuous experience—from personalized marketing communications designed for customer-preferred channels and devices to online web presentment—that maximizes Customer Lifetime Value and drives increased interaction, brand loyalty, and revenue growth.

SUMMARY

*Ninety percent of senior executives put **Customer Experience** as one of the CEO's top three priorities¹*

According to a recent survey from the Aite Group, U.S. consumers reportedly paid 28 percent of all bills in 2016 without receiving a paper statement.

ACCOLADE

OpenText recognized by Gartner as a Magic Quadrant Leader for Customer Communications Management software²

Consistently recognized by leading analyst firms as a CCM leader for more than 10 years

Investment in a strong customer engagement strategy and the right technologies and processes will result in increased customer loyalty and product and brand advocates who will recommend that brand and build on the existing relationship through additional purchases and interactions.

What does OpenText CCM do?

OpenText CCM solutions help companies of all sizes optimize customer engagement through the design and delivery of ultra-personalized, consistent, and compliant communications that enhance continuous customer journeys—anytime, anywhere customer interactions occur.

Increase profitability

- Deliver relevant messages that cross sell and upsell products and services
- Take the burden off IT with streamlined business processes, reduced development, and accelerated communication time to market
- Reduce costs for conversion, design, testing, production, and delivery

Improve customer experience

- Provide clear, concise, and customer-friendly communications
- Grow your customer base with targeted and personalized communications across all channels
- Deliver using customer-preferred channels, including email, the web, and text messages

Mitigate risk

- Ensure branding consistency across delivery channels and lines of business
- Respond to regulatory changes and mandates
- Use approved, compliant content

CCM products

OpenText™ Exstream

Exstream is an omnichannel CCM solution that combines the best of two leading CCM solutions—Exstream and OpenText™ Communications Center—into a single solution to enable you to create connected customer journeys and meaningful customer conversations by helping you understand, service, and react to your customers using the delivery formats and channels they prefer—including email, web, and mobile. With a customer base of more than 5,000 customers worldwide, Exstream powers the

transformation of all of your data—whatever file sources, formats, and systems you maintain—into relevant and insightful customer communications. With on-premises and cloud deployment options, Exstream is scalable to fit the needs of any department or complex enterprise environment, and our accelerator packages allow for easy integration with core systems to speed key business processes.

Exstream Interactive

Exstream's interactive family of editors easily integrates with leading business systems and workflows and improves user productivity while preserving central control and compliance. It provides innovative ways to make the most of the points of contact between clients and companies. Interactive documents can reflect the context and outcomes of customer inter-actions as business users capture information and rapidly create meaningful, customized communications. Exstream Interactive provides powerful options for creating and editing interactive documents.

Exstream Content Author

The Exstream Content Author capability makes it easy for non-technical users to make changes to customer communications without any help from IT. Key benefits:

- **Respond to competitive changes in real time**—solidifying your place as a market leader
- **Communicate new product offerings instantly**—staying relevant to your customers' needs
- **Get the job done and give IT their time back**—making you the company hero

Exstream for Salesforce®

An enterprise solution for Salesforce users to generate complex quotes, proposals, contracts, marketing emails, and other high-quality, personalized customer correspondence from within Salesforce.

Output Management

OpenText Output Management solutions ensure reliable delivery of print jobs to output resources to both distributed and non-distributed environments—everything from printers and fax destinations to email and web destinations for complete end-to-end CCM.

OpenText™ Output Server is the foundation of these solutions and is the intelligent layer that resides between your enterprise business applications and your output destinations. This is an add-on module that completes your CCM solution by helping you:

- Deliver output to locations that help you streamline your processes and improve efficiency
- Simplify and optimize your output infrastructure

What to look for in a CCM solution

Business users

- Want to create better customer engagement, consistent multichannel customer experiences
- Need a solution that can deliver Interactive/OnDemand or one-to-one communications, not just high volume statements and letters
- Need to be able to deliver new, innovative products to the market quickly, built around customer desires/needs and changing competitive landscape
- Want non-technical people to be able to control the content and messages

IT users

- Want a solution that can handle core batch/transactional/structured communications.
- Need a CCM platform that can integrate into existing infrastructure
- Need to streamline communication and document processes, reduce information silos, move to digital communications, reduce number of point solutions
- Looking to reduce costs and time, change management
- Looking to easily consolidate or move from disparate or obsolete document creation and output systems to a fully robust CCM solution

How can we help?

Visit www.opentext.com/exstream16 and opentext.com/outputmanagement for more information.

About OpenText

OpenText, The Information Company™, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX), visit opentext.com.

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1 The four pillars of distinctive customer journeys, McKinsey & Company, August 2016.

2 Gartner Magic Quadrant for Customer Communications Management Software, Karen M. Shegda and Pete Basiliere, Published: January 2017.

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