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Product overview

OpenText Exstream

Boost customer engagement with intelligent, personalized communications for customer preferred channels

- Offers flexible, browser-based design for power users

- Creates compliant, personalized communications driven by business users

- Includes web-based controlled, interactive editing

- Provides browser-based communication orchestration flow definition

Today's consumer wants more tailored and personalized experiences. Companies that anticipate and fulfill their customers' needs, before the customers even realize they have them, deliver engaging customer experiences. Being able to create and send contextually-driven, ultra-personalized communications through customer-preferred channels that reflect where the customer is in the buying journey offers a competitive advantage.

OpenText™ Exstream™ is a market-leading Customer Communications Management (CCM) solution that enables organizations to create consistent and connected customer experiences through the design and delivery of ultra-personalized and compliant communications—delivered anytime, anywhere. Designed for omnichannel CCM, Exstream leverages the data and content that already exists within the organization to transform typical customer communications into highly-personalized, engaging customer experiences on the preferred channel, screen size and device of the customer. With on-premises and cloud deployment options, Exstream scales to fit the needs of any department or complex enterprise environment. Accelerator packages allow for easy integration with core systems to speed key business processes.

Exstream provides the right design, authoring and editing environment for a variety of scenarios. Whether the user is a content producer, marketer, front-office worker, process owner or technical user, Exstream enables better customer engagement across multiple touchpoints in the customer lifecycle. Exstream truly brings design, content authoring and editing into the hands of the people who know the content best.

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Offers flexible, browser-based design for power users

Communication designers no longer need to wait on IT to implement new design templates, which often stalls important communication launches and leads to missed opportunities. Exstream's web-based designer allows power users to design engaging communication templates for any channel from scratch. Users can ensure branding guidelines and corporate look and feel when creating responsive emails. There is no longer a need for an expert to create a customized template for every device or screen or go to the IT department every time a change is made.

Scenario 1—Design

Mario designs new multi-channel communications in Communications Designer for an insurance correspondence document, allowing certain sections to be controlled by marketing. It is then enabled for use in Exstream's Content Author.

Mario
(designer)

Phyllis
(content producer)
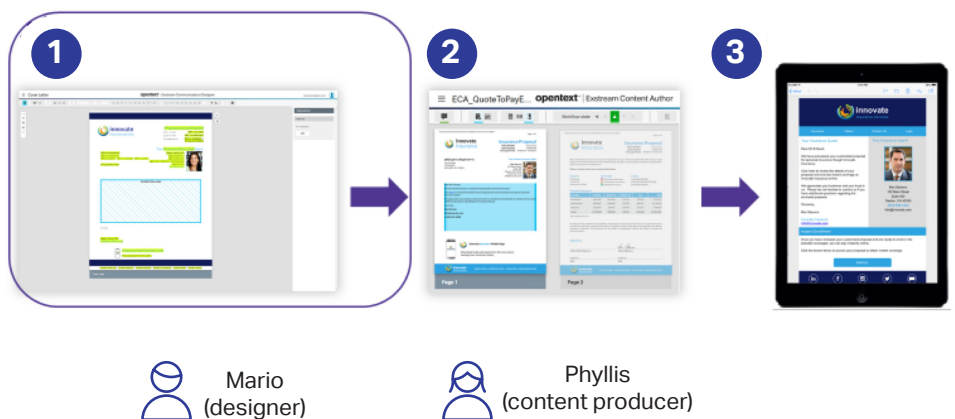
1. Design communication template
2. Author additional content
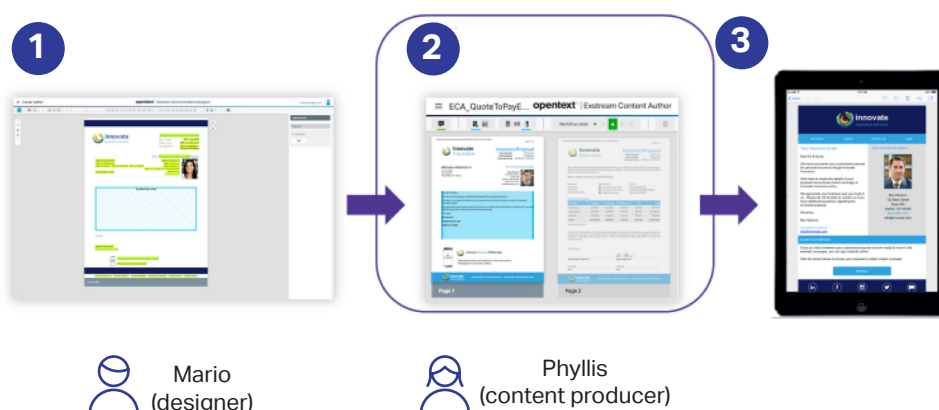3. Produce communication

Creates compliant, personalized communications driven by business users

Business users do not want to rely on IT when it comes to creating and editing content. And IT wants to enable users to create, modify and update communications without assistance. Exstream's content authoring capability allows line of business users to change content and messages based on what the designer has produced. Content producers can easily create, design, personalize and update text when necessary, always seeing modifications displayed within the context of the overall design. For example, marketing users can change their portion of a communication on a weekly basis but the legal content, which may only need to be modified once a year, can remain static.

Content producers can also create, access and repurpose existing content, resulting in a much faster time to market for new products and services. The UI is friendly for non-technical users and the simulation view tests multiple variables, ensuring all options are just right before ever leaving the design stage.

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Scenario 2—Authoring

Phyllis creates new content for insurance correspondence and enables certain sections to be interactively editable, leveraging the new interactive features. She is also able to use copy that has been produced in the past using the new export functionality. Phyllis then publishes the changes to be usable in new interactive communications.


Mario
(designer)

Phyllis
(content producer)

1. Design communication template
2. Author additional content
3. Produce communication

Includes web-based controlled, interactive editing

Communications can be personalized for one-on-one interactions, with the controlled interactive editing capability that allows agents, brokers and other customer-facing representatives to update quotes, letters, proposals and more, on the fly. Front-office business users can quickly and easily personalize a communication based on an interaction with a customer, while ensuring branding, legal and regulatory compliance. The ability to enforce corporate style sheets ensures branding, from font size through styling, remains consistent.

Scenario 3—Interactive editing

Jessica is preparing an insurance document in Empower for one of her clients. She can edit the document with content that was just produced by Phyllis, the content producer, and once complete, can submit the document for fulfillment and, ultimately, distribution to the customer.


Jessica
(customer care agent)
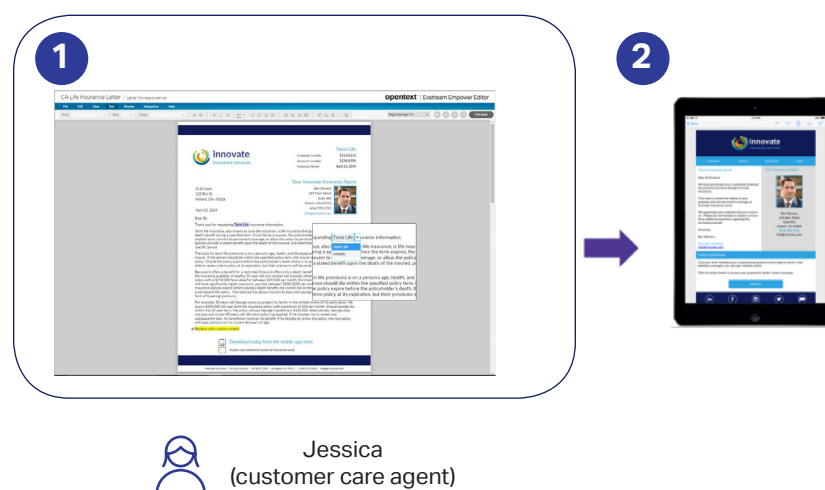
1. Customize communication
2. Produce communication

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View and control communication flows

The process owner can improve the execution of communications with orchestration for automated tracking, analysis and responses to determine the next best action at every touchpoint. Process owners define the communication journey in a visual model of all processes, including subprocesses of even broader customer journeys and channels. A simple visual overview of all communication processes, before they are even executed, is displayed and can be reviewed and approved before completion. Improved analytics can inform and inspire future communication flows and content for better results.

Scenario 4—Monitor and follow-up

Barb uses Exstream's Communications Orchestrator to connect input events to new designs and communications produced by Mario and Phyllis and control the output channel. She can do this without any technical skill by modelling the communication flow in the browser. David can look at how production jobs are running. With access to message and report file data, he can easily see results and track status directly in Exstream's Supervisor.

Barb
(process owner)

David
(systems administrator)
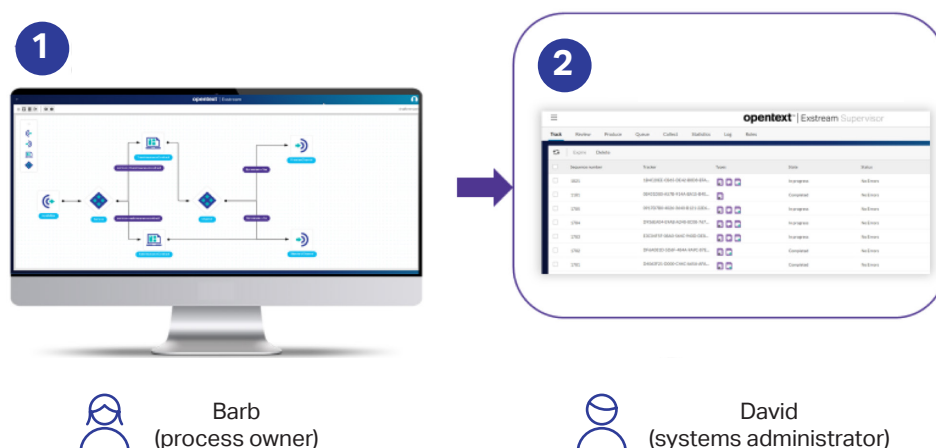
1. Define communication process (design time)
2. Monitor produced communications (run time)

A complete customer engagement solution

Exstream augments current systems of record capabilities to **intelligently create, personalize and deliver true omnichannel experiences at scale**. Exstream 16.6 helps business and marketing users work faster and smarter to focus on their first priority—customers.

Exstream is part of the OpenText™ Experience platform, which combines best-in-class software solutions that address all interaction points on the customer journey for better customer engagement. Only OpenText provides customer communication integration with analytics, web content management, rich media and digital asset management, output management, intelligent forms and call center optimization.

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Customer engagement by the numbers

- **75 percent** of consumers expect a consistent experience on web, social, mobile and in person.'

- It costs **seven times more** to attract a new customer than to keep an existing one.'

- Realtime welcome emails see **10 times higher** transaction rates and revenue per email over batched welcome mailings.'

- Digital communications accounted for **two-thirds** of customer communications in 2017. That number is expected to reach **three-quarters** by 2022.'

- **65 percent** of marketers feel overwhelmed by the need to create content to support personalization.'

New features in Exstream 16.6	Description
Ability to transport objects with references	• Allows mirroring of resources from source to target tenant repositories, can be used for back up
Additonal actions in template resources	• Adds to transport and select properties where used • Displays all themes based on the template • Allows bulk update after a template version change
Hide/unhide resources from browsing	• Limits displayed resources by hiding selected resources from listing views • Ensures that some resources cannot be deleted or used in new content, and that hidden resources remain fully functional
Expand and integrate design and authoring with interactive editing capabilities	• Exports content from Exstream's Design Manager to CAS • Includes impact control for resources and themes • Enables authoring in web-based design • Offers realtime simulation and interactive variables for authoring
Browser-based design for marketers	• Designs high quality multichannel communications from scratch, including responsive HTML5, mobile and print • Deploys changes without repackaging
Web-based communication flow modeling	• Includes a drag and drop dashboard to easily model communication flows from input types and templates for potential delivery channels
Key integrations extend ease of use	• Includes enhanced ecosystem integration for Guidewire, SAP® and Salesforce®
End-to-end tracking, communications flow (job) visualization	• Provides graphical visualization of communications jobs and processes • Offers job notifications and performance enhancements

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See the demo

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Keep up to date

[1] Salesforce, *14 Customer Experience Stats That Just Might Blow Your Mind*, May 2017.

[2] Forbes, *Exceptional Customer Service Is Key To E-Commerce Growth*, August 2017.

[3] Experian Marketing Services, Welcome emails: Best practices guide.

[4] Keypoint Intelligence-InfoTrends, The Value of Customer Communications Delivery: North America Market Sizing & Forecast 2017-2022, February 2018.

[5] Gartner, Essential Guide to Marketing Personalization, March 12, 2019.

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