

OpenText™ Exstream Application Accelerators

Reach new levels of customer engagement with actionable communications designed for meaningful experiences

Legally binding contracts and agreements underpin almost every business transaction. These contracts contain clauses, terms, conditions, commitments, and milestones that need to be tracked and managed throughout the entire contract lifecycle to maximize business benefits and minimize associated costs or risks.

Are You Designing for Digital Ecosystems?

Most companies know that maintaining and growing a loyal customer base requires targeted and meaningful communications. However, businesses struggle to deliver an effective customer experience or maintain customer trust.

Businesses must get ready to be digitally connected across fluctuating customer, partner, and employee engagements.

Going digital brings insightful content across channels. Many businesses are evaluating “systems of insight,” but have yet to close the gap with their legacy processes that preclude actionable business intelligence centered on the digital customer value.

And while IT departments have historically been tasked with designing and maintaining communications, best practices of information design are outside of their scope. Done correctly, digital communications will create a better customer experience and increase customer loyalty, while reducing costs.

Reach Customers with Engaging Interactions

Exstream Application Accelerators offer best-practice multichannel design templates to complement the OpenText™ Exstream software portfolio. Designed for companies and organizations that thrive on strong customer relationships, Exstream gives business users the power to make the most of every touch point for every customer—from millennials to baby boomers—that strengthen their engagement and loyalty to fuel profitable business growth.

Exstream Application Accelerators are “Designed for Experience,” and combine the best of Exstream with NEPS information design-methodology, to help you more quickly develop and deploy actionable communications to reach customers anytime, anywhere. Embracing a digital-first strategy has proven to enable new levels of digital engagements. Exstream helps you jump start your digital business strategy by providing best-practice templates designed to drive the right customer response while leveraging real-time business insight.

CONNECT DIGITAL INTERACTIONS TO DIGITAL TRANSACTIONS FOR BUSINESS RELEVANCE

CONSIDER THIS:

49% of executives believe customers switch brands due to a poor customer experience but

89% of customers have switched companies due to a poor customer experience¹

IN ENTERPRISES:

62% view customer experience provided through contact centers as a competitive differentiator² and

92% view customer experience as a differentiator and are likely to offer multiple contact channels²

Connect digital interactions to digital transactions for your business

Exstream Application Accelerators provide sample application templates based on information design best practices from the award-winning LUNA (Locate/UNderstand/Act) methodology developed by NEPS. Exstream Application Accelerators are designed to help you transition from print to digital, from emailing PDFs to mobile and web apps, and to enable easy integration with business apps like Guidewire™, Duck Creek Technologies, SAP®, and others.

Exstream Application Accelerators are available from the customer portal at no cost to new and existing customers.

Want to Jump Start Your Digital Communications?

Exstream Application Accelerators include:

- Best practice multichannel smart design templates and data file, with sample business use-cases for interactive and transactional customer lifecycle processes
- Sample quote-to-pay use case with design connectors for digital signatures, as well as personalized statements and mobile and email promotions
- Two-day multichannel maturity assessment
- Customer communication design consulting services, using LUNA methodology

OpenText and NEPS: Better Together

OpenText and NEPS have joined forces to give you a simple way to accelerate better customer experiences. We have combined OpenText industry-leading solutions and NEPS's design experience to provide you with a best in-class solution.

OpenText has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world.

In addition, OpenText offers a wide range of training, consulting, and technical support services to maximize your investment in our products.

¹ Global Insights on Succeeding in the Customer Experience Era," Oracle, 2014

² Deloitte, Sources: <http://www.clarabridge.com/10-powerful-customer-experience-stats-for-your-2015-business-planning>



For more than 25 years, NEPS has been an innovative leader in information design services, business process automation, and software solutions. NEPS provides a technology platform and services to enable personalized communications that are relevant, understandable and actionable. This is evidenced by more than 75 "Excellence in Communications" award-winning designs by DALBAR.

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