

OpenText Exstream Empower Editor

Browser-based, collaborative, controlled editing for
personalized one-to-one communications



**Easy-to-use,
browser-based
editor interface**

requires no
download or
installation



Enables
customer-facing
staff to **deliver
personalized,
meaningful
communications**



**Ensures legal
and branding
compliance**
through controlled
editing capabilities

Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives.

Organizations need to be able to rapidly and easily follow up customer interactions with relevant, targeted, one-to-one communications. From front-office employees, sales representatives, agents and partners to the evolving and increasingly mobile workforce, organizations need better control over one-to-one communications.

The challenge

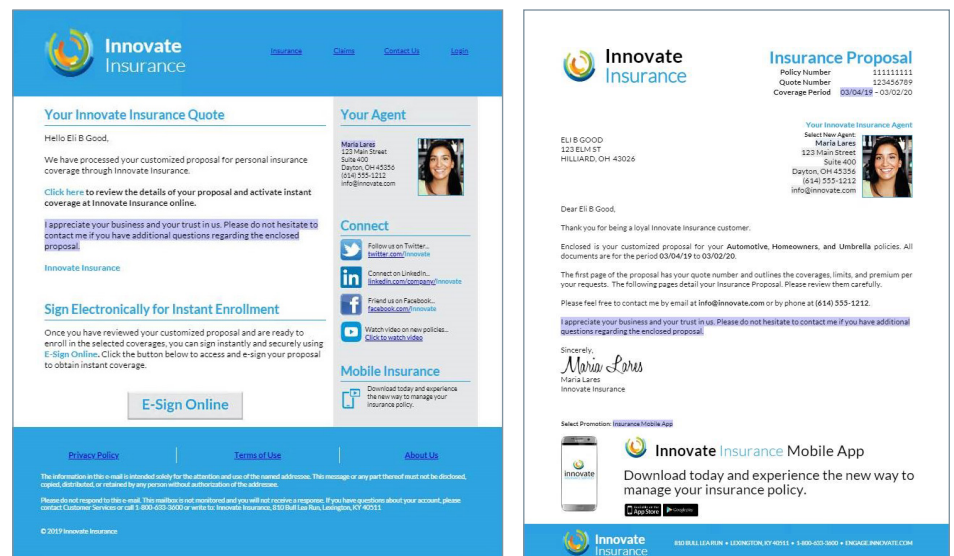
Many organizations follow up customer interactions with systems that allow for a high degree of personalization but very little compliance control, such as Microsoft® Word. Others opt for costly software applications, such as SAP®, Salesforce.com and Customer Relationship Management (CRM) business applications that ensure compliance but do not provide employees with the flexibility to respond to each customer's unique situation in a meaningful way.

Businesses need a solution that allows users inside and outside the business to personalize communications while maintaining consistent branding and the required legal and compliance language.

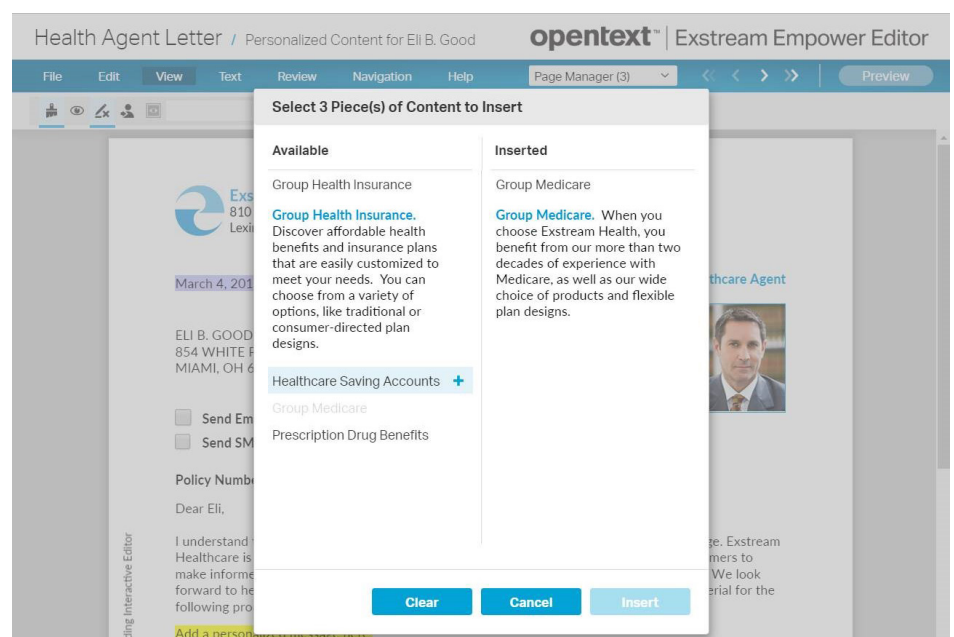
The solution

Part of the OpenText™ Exstream™ Customer Communications Management (CCM) platform, Empower Editor enables customer-facing staff, such as agents and customer service representatives (CSRs), to create personalized correspondence, emails and quotes, using a thin-client, controlled editing environment.

Using a standard web browser, without any additional download or installation, Exstream Empower Editor lets users personalize communications in a controlled environment. It responds to user input by automatically populating communications with approved content. Since the editor is part of Exstream, it can access business, legal and marketing data and content from multiple sources to deliver communications to virtually any print or electronic channel.



Choose to personalize print or email communications or both. Areas that are enabled for editing by the communication designer are clearly identified so the business user knows what is editable. Areas with the white background are locked down and cannot be changed by the business user.



Use Empower's content selection to prompt your Empower users to select from pre-formatted content

What's new in Exstream Empower?

Empower Editor improvements

- Style sheets applied in Exstream Designer can now be enforced and made available to users in Empower
- Show/hide functionality extended to include text paragraphs in text boxes
- Ability to rotate text boxes
- Design object metadata and search keys can now be passed through to fulfillment output
- External web service calls extended from XML now include JSON support
- Ability to enforce required edit area changes through the JavaScript API
- Pick from a group of pre-designed formatted paragraph or text paragraph content using show/hide selection groups
- Add/remove/duplicate table rows during the edit session

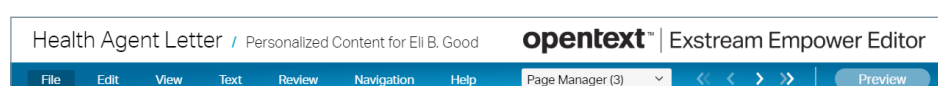
Content Author integration improvements:

- Variables added in Content Author can now have interactive properties applied
- Clauses designed in Content Author can be set to show/hide.

Customize appearance of Empower Editor:

- Ability to customize the appearance of the Empower Editor interface for end users, including adjusting the color scheme and replacing the logo to match corporate branding

Re-brand the Empower Editor with your own corporate logo and color scheme.



Default branding



Custom branding

Exstream provides a single design environment to create structured, on-demand and interactive applications for use with desktop or browser-based clients. Design objects and variable rules can be created once and reused in multiple applications for multichannel delivery, significantly reducing time to market for interactive communications.

Bringing interactive editing and authoring together

The latest release includes tighter integration with Exstream's business content authoring capability (Exstream Content Author) and the new browser-based designer (Exstream Communications Designer). All three are built on the same code base and greatly extend authoring capabilities for a variety of users. Business users working with Content Author to create or modify chunks of content can be marked as "show" or "hide," so that customer-facing staff have an option to edit in Empower.

Close the deal

Without the proper customer communication solutions, sales opportunities can be lost and your agents, brokers and sales representatives can struggle to create the communications that will help acquire new customers or finalize a sale. With Exstream Empower Editor, users can easily initiate or follow up customer interactions with on-brand, compliant correspondence in the desired communication format.

At the close of a conversation, communications can be sent immediately to customers using the channels they prefer—print, electronic or both. The business benefits by reducing abandoned transactions and enabling a speedier, more streamlined process. Customer satisfaction increases without sacrificing back-end business processes that support customer touch points.

[Learn more](#)

With many companies moving to digital communications, customer correspondence is no longer limited to traditional printed formats. Instead, digital channels, such as email and SMS have become the priority. Designing for these digital formats is critical to business success.

Leveraging the Exstream Design environment to design alternative layouts for both print and digital channels, Empower Editor allows business users to see communications in multiple views. For instance, if the communication is going to be delivered as an email, the business user can select a previously defined email view to make in-context changes to the communication. By making modifications in the format in which the communication will be delivered, users can offer a better end user experience.

Build Customer Loyalty

In any business, retaining customers is critical to long-lasting success. When direct customer contact becomes necessary, communicating with the right message, in the right way is vital to building and maintaining trust.

Personalized and relevant communications provide a feeling of individual attention that can help strengthen customer loyalty. But, managing personalization while maintaining branding and compliant messaging can be challenging. With Exstream Empower Editor, users are only able to access areas they are permitted to edit, ensuring the message is maintained and communications are compliant.

Exstream Empower Editor provides a browser-based, controlled editing solution for correspondence. It can help reduce deployment and maintenance time and expenses by:

- Controlling editable areas based on user role or responsibility within a single communication
- Allowing flexibility across the user community to support multiple devices, browsers and environments
- Working with existing Exstream back-end processing for creating and managing communications
- Letting users design and develop Empower interactive documents in the same environment as other Exstream communications while reusing existing interactive application designs

For more information please visit: www.opentext.com/exstream16.

About OpenText

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