OpenText[™] Exstream Messagepoint

Take control of messaging in customer communications

What do your communications say about you? Today's consumers are more demanding than ever before. They have high expectations for service and will quickly disregard generic, impersonal communications. Poorly designed or confusing communications can also generate unwanted call center traffic, and ultimately, customers who defect to the competition. In fact, according to recent studies, the average American business loses 50 percent of its customers every five years. Two-thirds of these customers cite inadequate customer care as their primary reason for leaving.¹

If your business is like most, you have made significant investments in systems and solutions for producing communications and managing data and content. As these systems accumulate and age, however, they can become siloed and inflexible. This means that when changes are required, IT must be involved, which can be extremely time consuming and costly. Small changes can take weeks to implement, and major changes or new communications can take months. Marketing must spend a good deal of their budget on minor changes and updates, and yet they still find it difficult to maintain cohesive communications across multiple print and digital channels.

Improve the Customer Experience

OpenText™ Exstream is multichannel customer communication management (CCM) software that is proven to improve the customer experience and make customer interactions more profitable. Exstream empowers business users to make the most of every customer touch point by creating insightful, impactful, real-time communications that are proven to fuel profitable business growth.

Part of the Exstream integrated software platform, Exstream Messagepoint gives business users the freedom to create, edit, and modify customer-focused content and messages. These messages can be immediately included in your business-critical communications—without the need to involve IT.

Relevant, personalized, and coordinated multichannel communication helps improve the customer experience with easy-to-understand messages. This can result in lower costs due to reduced call center inquiries and increased revenue as you promote more cross-sell and upsell offers and promotions. You can also improve consistency and the ease of managing changes with a centralized communication management system for all output channels.

PRODUCT BENEFITS

- Hybrid, cloud-based messaging for business users
- Streamline workflows and approval processes
- Add personalized content, such as signatures and individual messages
- Insert targeted messages and offers based on user-defined rules and priorities



Let Business Users Control the Content They Know Best

From a hybrid, cloud-based environment, Exstream Message-point lets content owners inside and outside the enterprise collaborate on content creation and approvals. Marketing staff, legal professionals, copywriters, compliance officers, proofreaders, and other business users access Exstream Messagepoint from a web browser. They can create, edit, and modify targeted messages and rapidly incorporate them into customer communications. Design production parameters, such as layout, data, output, and operational controls remain intact.

Intelligent workflows ensure appropriate and timely implementations of messages, and speed the time from concept to production. Business users can define business rules that are triggered by customer data. This gives them control over how content and targeted messages are prioritized and integrated into multichannel communications.

Content experts can create virtually any message type, including simple text messages, images, and mixed text and graphics. These messages can be integrated into any customer communication, including letters and correspondence, personalized marketing pieces, and statements.

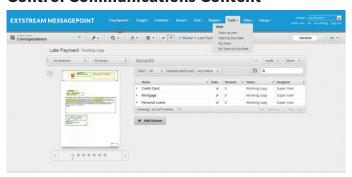
Respond at Market Speed

Your marketing teams and business users need the ability to deliver targeted, relevant, and compliant communications. But the market won't wait while IT designs and tests a new document application to address the latest trend. Exstream Messagepoint enables your content experts to create and deploy messages into customer communications rapidly, often within hours.

Streamlined workflow and approval processes put the power and responsibility for creating and managing messages into the hands of the appropriate department. With intelligent proofing, you see samples of only those documents impacted by your changes. Once tested and approved, new messages can be deployed immediately.

Document applications can be easily designed to accommodate a variety of different message types, including text and graphics. Because Exstream dynamically accesses all of your systems and content, you can be sure the most up-to-date logo and branding requirements are met.

Control Communications Content



Exstream Messagepoint streamlines workflows and approval process and allows you to:

- Insert targeted messages and offers based on user-defined rules and priorities
- 2. Add personalized content like signatures and individual messages
- 3. Streamline workflows and approval processes

Create Personal, Targeted and Relevant Messages

Make it easy for business users to get the right message to the right customer at the right time. Create fully personalized and targeted messages that can be incorporated into the white space of communications at production time. You can set dates for campaigns (a collection of one or more variable messages) that are sent to qualifying customers based on specific targeting and prioritization rules.

Exstream Messagepoint lets content experts easily create timely messages to respond quickly to a changing market and maximize message effectiveness. Create a variety of text and image messages—including customized coupons, teaser messages, and personalized variable offers—designed to target specific customer profiles based on qualification rules and effective date ranges. Prioritize, select, and integrate messages into the document at run time, depending on the customer data parameters. You can also prioritize messages for each customer, to send the most important message that fits in the available space.

Give IT Their Time Back

Help IT save time, money, and headaches by letting them focus on managing templates and the Exstream application design rather than content changes. Minimize the time and expense of development and change-management cycles. Exstream Messagepoint makes it easy for business users to manage targeted variable content for applications, so that IT can avoid repetitive coding and testing.