OpenText™ Exstream Interactive

Providing innovative ways to maximize points of contact between clients and companies

Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives. One of the best ways to foster customer relationships is to keep conversations engaging. Front-office employees, sales representatives, agents, and partners need to rapidly and easily follow up customer interactions with relevant, targeted communications. At the same time, companies also need to adapt to an increasingly mobile workforce, including remote workers and off-site customer support centers, as well as bring-your-own device (BYOD) environments.

OVERVIEW

OpenText™ Exstream's interactive document technology is revolutionizing corporate communications by providing innovative ways to maximize points of contact between clients and companies. Thousands of leading companies around the world, across every industry, use Exstream to manage the communication workflows that sustain and grow their business.

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Designed for companies and organizations that thrive on strong customer relationships, OpenText Exstream is a multichannel, customer communication management (CCM) software solution that leverages data and systems you already have to help you deliver timely, relevant, targeted messages across formats and delivery methods.

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 interactions as business users capture information and rapidly create meaningful, customized communications. Exstream Interactive provides several options for creating and editing interactive documents:
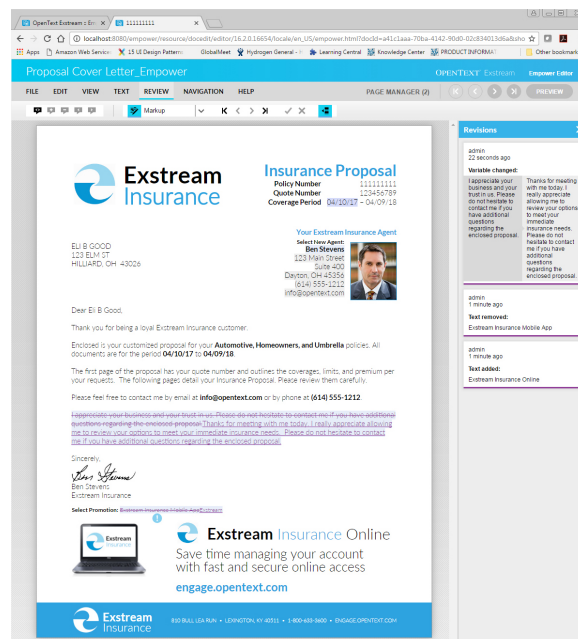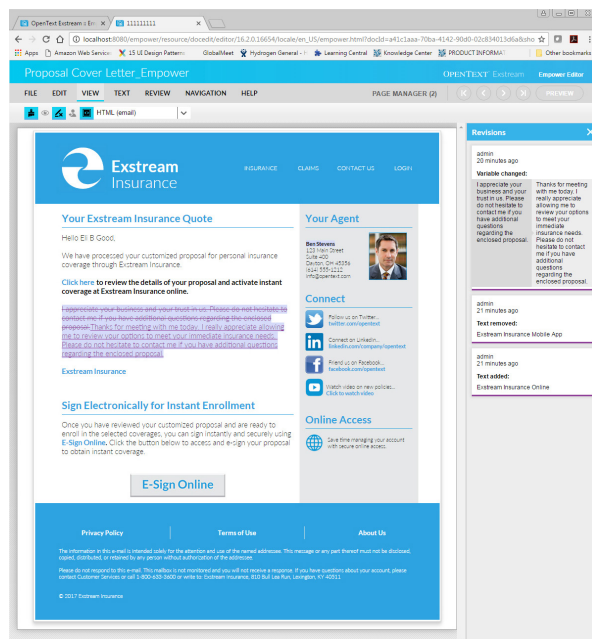
OpenText™ Exstream Empower Editor provides an easy-to-use interface that helps users on the front lines form strong relationships with customers and prospects, with a thin-client interface that ensures compliance for letters, notices, emails, proposals, quotes, and invoices. It responds to user input by automatically populating communications with approved content and deploys on a standard web browser, without any additional download or installation. Exstream Empower Editor allows users to focus only on areas they are allowed to edit, ensuring the right message is delivered and communications stay compliant with company and legal guidelines.

OpenText Exstream Empower Editor Digital View and Page View

Benefits

- Create consistent, yet individualized communication
- Deploy rapidly and use anywhere through a web browser
- Improve user productivity through rapid navigation of required editable areas
- Ensure branding, legal, regulatory compliance
- Editing experience that is tailored to address both digital (e.g., email) and page-based communications

OpenText™ **Exstream LiveEditor** provides deeper functionality for more complex document editing requirements. Exstream LiveEditor is installed on the client side and can edit documents from a Microsoft® Windows® platform or within a Microsoft® Internet Explorer® browser. Exstream LiveEditor allows users to use edited Live documents as input to the Exstream engine for data extraction, to trigger events, create other documents, or be used as content within another document, which can be delivered in any output format.

Benefits

- Improves efficiency by replacing manual effort with automated processes
- Ensures compliance while enabling personalization by responding to user input and automatically populating communications with approved content
- Allows business managers to add editing controls and rules to manage end user interactions, making some areas editable, while locking others down

ReTouch is a lightweight web application that lets business users edit individual documents. ReTouch documents are managed and stored in the Message Store, which provides state control and back-end support for long-lived documents (e.g. contracts) with multiple versions and revisions.

The ReTouch application is built to be flexible and easily integrated into other environments, such as call center applications, workflow tools, or ERP systems.

Benefits

- Supports touch screen interaction, allowing use by a mobile workforce to preview or edit documents working directly on a tablet device
- Provides editing experience that adapts to both digital or page-based communications
- Enables users to edit text resources or associate pre-defined resources, such as images, text, or rich design objects defined by the base template
- Supports permission control on sections of a document, which can be used to allow only certain user groups to edit parts of a document

OpenText™ **Exstream PowerDocs Editor** is a rapid deployment solution for generating quotes, proposals, contracts, service documents, written follow-ups to phone inquiries, and other high-quality, personalized customer correspondence. The PowerDocs editor allows Microsoft® Word-based or web-based interactive editing of PowerDocs templates, which can also support guided document generation.

Benefits

- Allows users to view generated correspondence, modify it, and transfer correspondence to the defined post-processing actions
- Provides ability to generate highly personalized correspondence
- Enables instant customer sign-off with built-in electronic signatures
- Dispatches correspondence to multiple customer channels simultaneously, including email, print, text message, fax, FTP fileserver, and CMIS-enabled content management systems
- Set up in minutes

www.opentext.com/contact