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Meaningful communications for enduring relationships

Rethinking customer communications with a personalized, digital-first approach can improve customer satisfaction scores.

Whether traditional or digital, communications are the primary customer touchpoint for most organizations. The quality, timeliness and accuracy of those communications have a huge impact on consumer perception. The customer's experience is the single greatest predictor of whether they will return and promote the company or defect to a competitor and malign it.

Competitors are paying attention. According to Forrester, improving the customer experience is a top priority for most companies. Trust is built when customers believe a company understands their point of view and preferences.

At the same time, many companies are faced with the reality that the core systems they have relied on for their key processes for years—including billing and customer care—need to be replaced or will soon require an extensive upgrade to support mobile and digital interactions.

Since companies may already need to update their legacy systems, it is a prime opportunity to create game-changing customer communication touchpoints that attract, acquire and service customers and grow business.

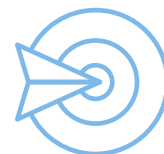
Connect the customer journey to cross-channel communications

Clear and actionable communications are essential to every step of the customer journey. Every interaction—service or self-service—with customers, prospects and business partners contributes to their overall experience and their positive or negative perception of the brand and business, as well as the quality and value of the shared relationship. Communications should be clear, easy to understand and act on and provide the appropriate context for recipients to take action. By engaging customers on their terms and according to their preferences, companies can make the interactions meaningful and the overall customer experience positive and enduring.



Grow

- Notices and renewals
- Loyalty programs
- Targeted promotions



Attract

- Targeted campaigns
- 1:1 demand marketing
- New business proposals
- Customized quotes



Service

- Statements and summaries
- Bills and invoices
- Customer correspondence
- Claims and inquiry responses



Acquire

- Welcome kits and ID cards
- Onboarding and enrollment
- Account opening
- Policies and contracts

Real-time welcome emails see 10X higher transaction rates and revenue per email over batched welcome mailings.¹

The customer experience imperative

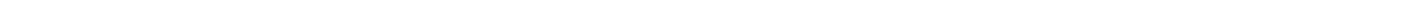
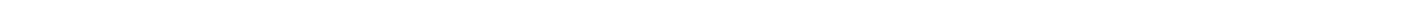
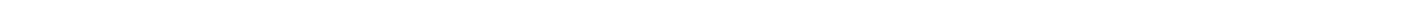
Many companies are zeroing in on customer experience as both the next battlefield

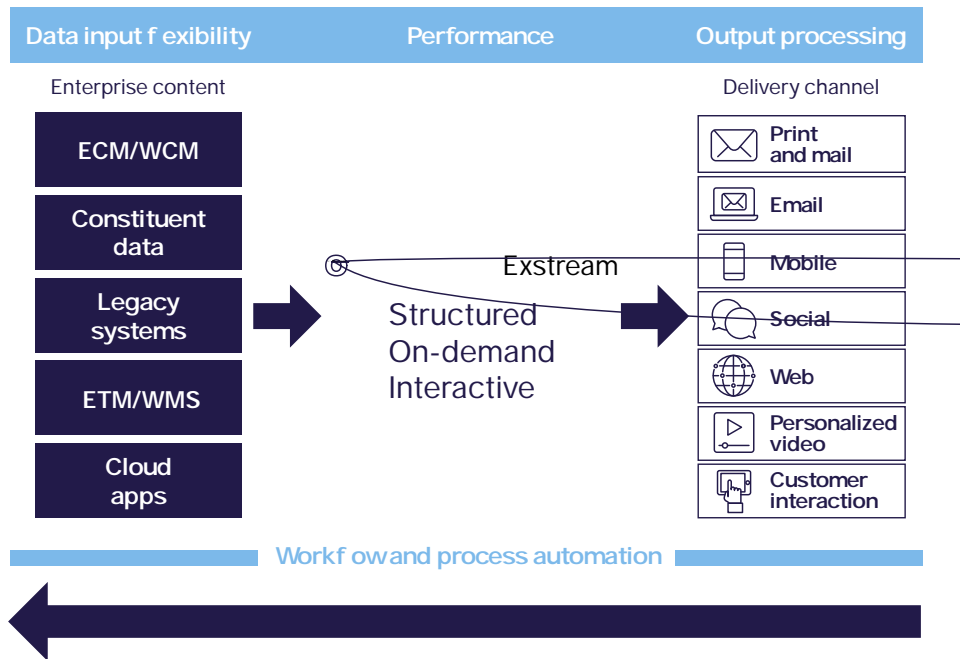
4. Design to align business user profiles with the business process

How are business users involved? Do they own content and messages? Can they help personalize communications for the front office?

Communicating the right message at the right time requires the intervention of business users who have suitable training, knowledge and sophistication. Sending the wrong message at the wrong time can be detrimental to customer satisfaction and business results. Business users in:

- **Marketing and customer care** know and understand current and prospective customers and what they need and want.
- **Legal and compliance** can keep information current and in line with regulations and other requirements and own and control relevant content and messages in communications.
- **Front office departments**, such as marketing, sales and customer care, can easily





Scalable by design

Thanks to its single-customer communications management architecture, Exstream does not—as some other solutions do—require a significant IT investment in more servers as the volume of documents scales up.

Enterprises that invest in Exstream will consistently see the value of expanding their deployment. Getting connected to a comprehensive view of customer-relevant information will help organizations stay connected with those customers. While this is always important, it has never been more so than in an uncertain and constantly disrupted economy.

What's next?

Business continues to change. While organizations understand the need to transform their cross-channel engagements, they may not know where to start in understanding their current capabilities and what they need for the future.

OpenText Exstream Professional Services provides a full set of options to meet the unique needs of any type of services engagement. The OpenText portfolio of services includes Solution Consulting, Solution Delivery, Education and Center of Excellence services—designed to provide organizations with proactive advice, guidance and recommendations to analyze and design an appropriate Exstream solution.

Contact us

For more information about the Exstream customer communication management solution, please visit <http://engage.opentext.com/products/exstream>.

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