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Elevate and personalize citizen experiences

Create data-driven, omnichannel engagement at scale

Deliver frictionless, relevant citizen experiences

Expedite citizen support with self-service options

Connect with citizens anywhere across multiple channels

Optimize operations to free up staff and resources

Citizens are consumers too. As a result, residents of cities have become accustomed to the highly personalized and efficient digital experiences delivered by their favorite retailers and other brands. They now expect the same from their government. Yet, citizens continue to be met with tedious and generic interactions that can leave them feeling far from valued. Plus, behind-the-scenes, operations continue to rely on antiquated processes, tying up staff and resources with manual tasks and leading to frustrated employees.

Experience Platform for Cities from OpenText™ helps governments create and deliver citizen experiences that are optimized, personalized and highly efficient. By putting content at the heart of citizen engagement, every touchpoint is an experience that helps serve the individual—not just to meet expectations but to exceed them. Leveraging an omnichannel experience platform means service delivery can happen anywhere, anytime, allowing citizens to connect through preferred devices and methods that work best for them. In addition, cities benefit from having the tools they need to boost engagement while simplifying operations with a single platform.

Deliver frictionless, relevant citizen experiences

Raise the bar of citizen engagement, creating dynamic and consistent experiences that make it easy for individuals to quickly find the information they need. Achieve relevance for each citizen within context to bring desired content to the core of every interaction and create real-time, contextual experiences based on citizen activity and priorities. By eliminating silos, organizations can tap into multiple data sources for a complete view of the citizen, delivering an experience that looks and feels the same regardless of how and when they engage.

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Expedite citizen support

When the pandemic hit, many cities were forced to shift to predominantly online operations, shining a light on aging websites and a lack of infrastructure to properly support digital citizen services. With a modern website content management system, governments can easily optimize the digital experience with tools to support site design, content authoring, editing and personalization. Governments can more easily create and repurpose content for any channel, including multiple websites and social media—for a small group of constituents or millions of residents and tourists. Plus, improved self-service lets citizens use one password to authenticated city services, reducing internal support costs and service bottlenecks.
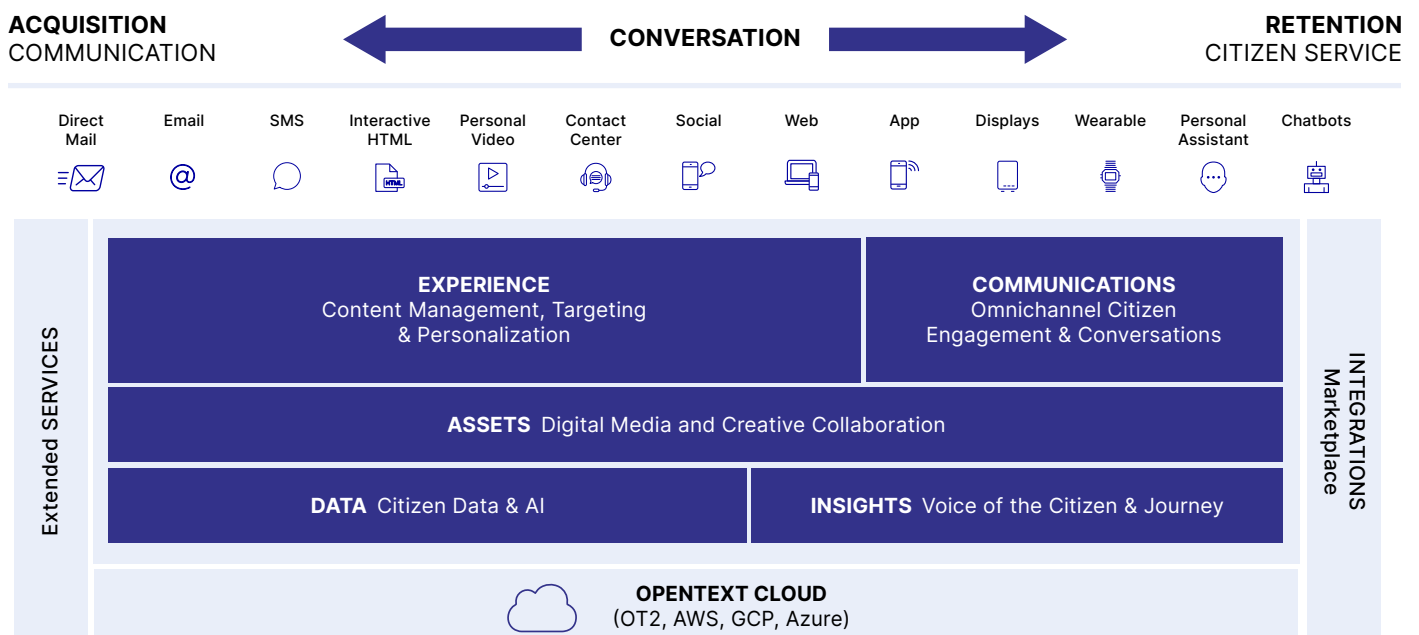
Connect with citizens anywhere

Citizens want to feel connected to their cities, supported with anytime, anywhere interactions that are quick and simple. Organizations can enable individuals to engage when and how they prefer to communicate, providing multiple ways to access city services and unifying the citizen journey across websites, portals, transactional communications and more. And they can tap into multiple data sources to gain a single-pane view of the citizen and deliver personalization and consistency across every channel, every time.

Optimize operations

What government doesn't want to deliver more services for less? Digital experience tools leverage automation to drive efficiency, freeing resources to work on more strategic citizen-focused tasks. They automate information collection and business workflows to improve productivity of internal and customer processes, increasing ROI for digital transformation projects. In addition, personnel are better supported with visibility into the history of citizens' cross-channel interactions, resulting in faster and more intelligent problem solving. The solution drives significant operational savings, leaning on a single digital experience platform for virtually any case, from communicating with citizens to managing suppliers.

OpenText Experience Platform

ACQUISITION
COMMUNICATION

CONVERSATION

RETENTION
CITIZEN SERVICE

| Direct Mail | Email | SMS | Interactive HTML | Personal Video | Contact Center | Social | Web | App | Displays | Wearable | Personal Assistant | Chatbots |

Extended SERVICES

EXPERIENCE
Content Management, Targeting & Personalization

COMMUNICATIONS
Omnichannel Citizen Engagement & Conversations

ASSETS Digital Media and Creative Collaboration

DATA Citizen Data & AI

INSIGHTS Voice of the Citizen & Journey

INTEGRATIONS Marketplace

OPENTEXT CLOUD
(OT2, AWS, GCP, Azure)

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Solution components	
OpenText™ Exstream	Transform citizen communications into exceptional experiences
OpenText™ TeamSite™	Deliver personalized, omnichannel digital experiences
OpenText™ Media Management	Manage images, video and rich media for the entire organization
OpenText™ Explore	Discover insights with speech and multichannel analytics
OpenText™ Core Experience Insights	Transform call center and back-office performance and engage employees
OpenText™ LiquidOffice™	Create, publish and process forms with a powerful forms automation solution

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About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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