

EXECUTIVE BRIEF

# Deliver impactful constituent interactions through improved communication orchestration and execution

OpenText™ Exstream™ empowers the public sector to inform and engage citizens across channels



Increase communication speed and coordination



Modernize without overhauling existing IT systems



Boost employee morale



Streamline and eliminate paper-based processes



Reduce call center volume and cost

## Residents who are satisfied with a public service are nine times more likely to trust the government overall.<sup>1</sup>

Improving citizen services and trust in government starts with communication. Shifting to modern, digital public services brings new levels of efficiency and elevates communications to make information easy for citizens to understand, digest and act upon.

But to get there, the typical government agency must overcome:

- Siloed and disconnected tools and processes.
- Employees who are used to working a certain way.
- Lack of time, budget and resources to perform a full-scale infrastructure/technology modernization.

High-impact service providers need a simple way to bring information together to create reliable, consistent and streamlined citizen communications. When governments have the right communication orchestration and execution, agencies deliver services faster and more accurately, without wasting citizens' time.

<sup>1</sup> McKinsey & Company, The global case for customer experience in government. (2019)

***"If governments can achieve an interoperable and connected landscape, the benefits include more efficiency, usability, and value-creating opportunities."***<sup>2</sup>

## What would help your agency work smarter?

With high volumes of public sector communications and content residing in multiple places, systems and formats, government agencies may be experiencing information overload. Are you on a mission to achieve any of the below?

- Increase speed and coordination of communications
- Modernize without overhauling existing IT systems
- Boost employee morale
- Streamline and eliminate paper-based processes
- Reduce call center volume and cost

Overhauling key communications workflows with a modern solution can deliver on these objectives and more.

## Modernizing communications management

When deploying OpenText™ Exstream™, an intuitive, end-to-end customer communications management (CCM) solution, public sector customers are experiencing tremendous cost and efficiency benefits, including:

- Getting the right information to the right people at the right time.
- Making it easier for citizens to engage and act.
- Reducing citizen wait times and repeat calls to support centers.
- Freeing up internal resources to conduct more strategic work.
- Enabling efficient omnichannel delivery of communications (paper and electronic).
- Reducing document production, printing and postage costs, saving money and aligning to environmental goals.

## How it works

By adopting proven modern customer experience (CX) tools, public sector organizations can consolidate management for all communications and address citizen expectations without reconfiguring existing systems. Agencies gain a single platform to design, create, review, edit and deliver communications.

Exstream is designed to make constituent interactions more effective by:

- **Improving existing systems and processes**  
Integrates with existing IT environments with connector technology and open architecture, pulling data from multiple sources, including health care systems, welfare management systems (WMS), enterprise tax management (ETM) systems, case management and content management systems.
- **Driving constituents to action**  
Produce timely reminders to notify citizens of important events, such as expirations of services. For example, triggering messages when driver's licenses or registration tags are due to expire, guiding citizens through the online renewal process and next steps.

<sup>2</sup> McKinsey & Company, Government data management for the digital age. (2021)

- **Doing more with less**

Store, archive and search communications to save time and reduce mistakes. More easily create and deploy communication templates and tailor and re-use existing content.

- **Boosting communication consistency**

Decrease citizen service and call center inquiries by delivering accurate, regular communications to the right people at the right time.

- **Making an impact**

Create personalized, contextually-driven communications for high transaction volumes and repetitive documentation, such as patient appointment reminders, citizen eligibility notifications, tax documentation and utility statements and assessments.

- **Driving regulatory compliance**

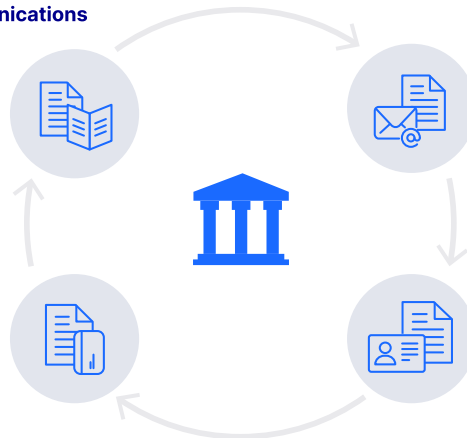
Easily manage content inclusion or exclusion based on effective dates and jurisdictions. Establish controls over which version to use and dates when content should be used, with visibility into confirmed delivery for required audit trails.

- **Enabling information security**

Ensure the authenticity of users and maintain controlled access to information with a solution tested and trusted by government networks.

### Personalized communications

- Notices
- Correspondence
- Driver's licenses
- Order letters
- Regulatory and legislative



### Welcome

- Program enrollment kits

### Self-service

- Web fulfillment
- Renewals
- Payments

### Public service

- Statements
- Tax bills
- Vehicle registrations

Scale to support high-volume, tailored outreach for thousands of users

## OpenText Customer Communications Management in action

More than 3,700 global public sector organizations trust OpenText as a strategic business partner to help deliver comprehensive, connected digital experiences. Innovative agencies across the globe are operating modernized citizen communications platforms with Exstream at the core, including:

### Norwegian Labour and Welfare Administration

The Administration took control of customer communications by consolidating multiple output management systems. Leaning on a single enterprise platform improved workflows and put content control in the hands of employees, reducing IT reliance. [Learn more](#)

## Region Skåne

This county council in Sweden enabled faster responses to public information requests and created more streamlined communications across political administration teams. [Learn more](#)

## Nib

This health insurer used OpenText solutions to make it easy and cost effective to create high-quality, personalized and informative correspondence for business segments and partner brands. [Learn more](#)

## Christian Blind Mission

This international charity customized and automated donor communications for a variety of digital and print formats, from one-to-one contact to high-volume outreach, increasing efficiency, savings and satisfaction. [Learn more](#)

## How to get started

Discover how Exstream helps organizations improve engagement and operations. Explore the [Public Sector Solutions page](#) to learn more.

## 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](https://opentext.com).

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