opentext™

Conversational Experience Delivery

Create personalized experiences across the full customer journey through a single platform

Captivate customers with personalized, relevant communications in the channel of their choice

Assured delivery of mission-critical messages across channels

Gain powerful insights into each customer's experience throughout their journey

Adapt to changing needs with a fully composable platform

Targeted customer communications are a powerful way to increase engagement and build brand loyalty. Done poorly, they're an effective way to drive your audience away. Customers are being bombarded by tons of messages every day and the problem is getting worse, not better. It's easy for them to switch off and start ignoring everything, even brands they like.

Organizations can proactively notify customers with relevant news and information by text, call, web, and email to drive engagement and retention, and build long-term relationships. Key to holding their attention is delivering messages that are ultra-personalized and compelling. Mission-critical outreach, such as payment reminders, fraud alerts, product recalls, payment reminders, service downtime notifications, and marketing offers should all draw people in rather than pushing them away.

OpenText Conversational Experience Delivery combines industry-leading customer communications management (CCM) with omnichannel messaging and journey management in one integrated solution. It simplifies delivering communications via customers' channel of choice. Teams can also design experiences centered around insights and data to continuously monitor customer engagement and drive the desired actions.

opentext™

Captivate customers with communications that delight

OpenText has redefined the landscape of digital communications with low or even no-code HTML5 design. Users are empowered to craft captivating, digital-first communications without the need for complex coding expertise. Imagine bringing your boldest ideas to life with stunning personalized web communications, emails, and dynamic landing pages that captivate your audience—all created by business users.
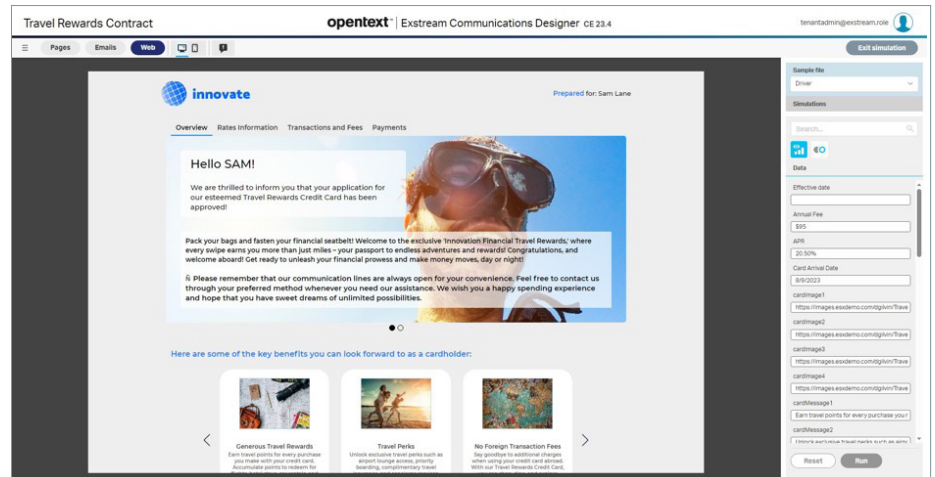

▶ Watch it in action

Engage customers and ensure delivery on the most popular messaging, preferred channels

Deliver mission-critical messages and start conversations through APIs integrating with the most popular messaging channels: email, SMS, WhatsApp, RCS, fax, voice, push notifications—managed from a single, integrated cloud platform.

Guarantee critical email and SMS messages reach your audience with assured delivery. Based on delivery status reporting, the system automatically sends failed communications again through an alternate delivery method.

Deliver messages with confidence

Email → Automated SMS
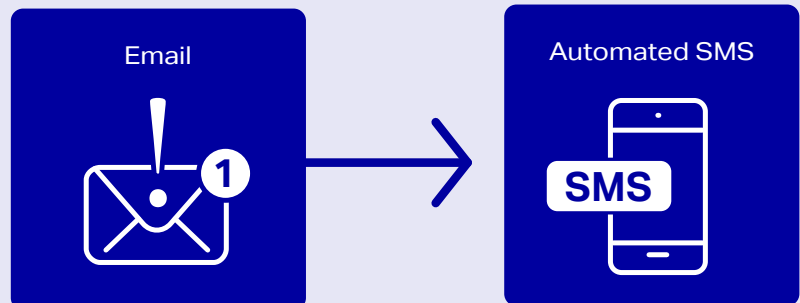
Assured message delivery uses OpenText Communications and OpenText Messaging for out-of-the-box failover capabilities that minimize the risk of non-delivered emails and SMS.

opentext™

Optimize communications with insight-driven customer journey management

Gain insights from customer event data from any channel, application, or device. Dashboards and reports show how marketing efforts are performing, including patterns, historical trends, and insights on effective interactions. Manage event orchestrations, triggered by logic-based interactions, based on real-time customer behaviors.

Everyone from marketers to customer success leaders can better understand the customer's experience and customize their journey through automated actions based on the customer's behaviors to increase engagement, improve communications, and impact customer satisfaction. Customer interactions can be tracked across all touchpoints so users can analyze what is working and what needs adjustments to improve success and meet business objectives.
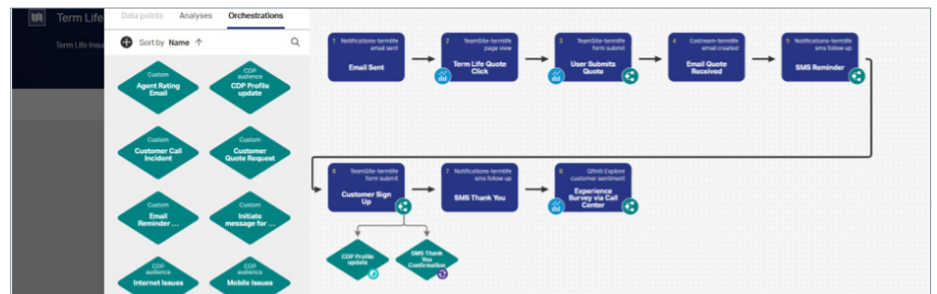
Defined touch points capture real-time and historical customer data that identify outcomes usable to orchestrate the next best action in the customer journey

Adapt to changing needs with a fully composable platform

OpenText™ Experience Cloud provides capabilities for handling enterprise-scale, mission-critical workloads that drive superior experiences. As the leading composable CXP platform, it integrates communications, messaging, and customer journey management to help deliver on customer success.
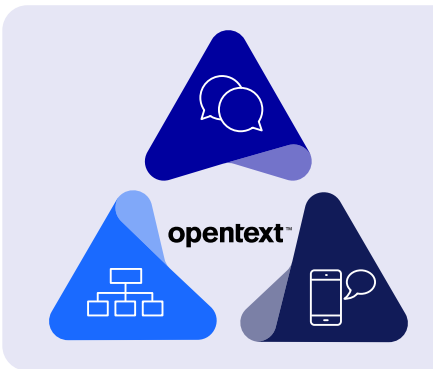
Conversational Experience Delivery

OpenText Communications

Market-leading customer communications management (CCM) enables organizations to deliver impactful customer experiences by designing ultra-personalized, compliant communications at scale in their preferred channel.

OpenText Messaging

Brings email, SMS, WhatsApp, RCS, push, voice, and fax messaging channels together into a single, cloud-based messaging platform from a single provider, eliminating siloed messaging services.

OpenText Journey

Architect a journey framework that integrates with enterprise systems and allows collecting data at every touchpoint. Trigger logic-based interactions in real time and turn behaviors and insights into measurable business outcomes.

Assured delivery ensures crucial messages reach your audience, while integrated genAI capabilities through OpenText™ Experience Aviator dramatically reduce workloads for content authors and designers. Journey orchestration is seamless thanks to flexibility to integrate with any solution and the ability to span experiences across multiple touchpoints and channels, boosting maximum customer lifetime value.

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**.

Connect with us:

- **OpenText CEO Mark Barrenechea's blog**
- **X (formerly Twitter)** | **LinkedIn**

opentext.com/contact