



## Create Engaging Experiences for Your Customers, Partners, and Employees

### OpenText Customer Experience Management supports your key business initiatives:

- Improve the web experience and drive up your marketing and sales efforts with dynamic, personalized, and media-rich content for websites, mobile devices, and portals.
- Ensure consistent branding and open communication to support your marketing efforts, enable self-service, improve responsiveness, and create deeper engagement with customers, visitors, and constituents.
- Engage your employees to enhance productivity, innovation, and decision making by enabling them to use the devices and apps they are familiar with from the consumer world.
- Strengthen customer relationships by delivering personalized, relevant communications—and shifting the responsibility for creating and managing those communications from IT to business users.

Business is online, and it happens everywhere. In order to prosper, you must think mobile, be bold, enforce brand consistency, and engage in collaboration through community-driven websites. OpenText solutions enable you to manage your global brand, embrace social business, encourage self-service, and drive a successful online marketing strategy.

OpenText Customer Experience Management combines social, mobile, rich media, and web technologies with traditional collaboration and content management. Within the overall Customer Experience Management solution, OpenText offers five tailored solutions that help you build your brand and tap the marketing and service potential of the web: **Online Marketing**, **Global Brand Management**, **Social Business**, **Online Self-Service**, and **Customer Communications Management**.

### What's your marketing challenge? OpenText can help you solve it.

#### The OpenText Online Marketing solution helps you:

- Attract traffic to your website from search and social sites.
- Motivate visitors to spend more time on your site.
- Understand your customers better.
- Allow visitors to contribute to your content.

#### The OpenText Global Brand Management solution helps you:

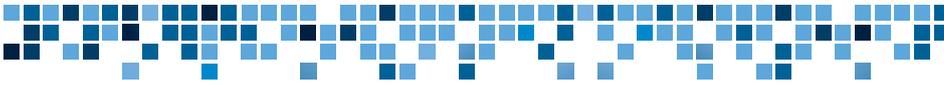
- Ensure consistent branding everywhere.
- Create an immersive, interactive, multimedia site.
- Find, create, and publish content quickly.
- Manage rights and royalties for media.

#### The OpenText Online Self-Service solution helps you:

- Provide personalized access to locked-away data.
- Proactively target relevant products or services.
- Offer core services online and 24x7 for employees, partners, customers, and the public.
- Aggregate knowledge from many sources.

#### The OpenText Social Business solution helps you:

- Add social apps in a safe and compliant way.
- Spur collaboration to fuel productivity and innovation.
- Securely share and collaborate beyond the firewall.
- Support thriving online communities and forums.



**The OpenText Customer Communications Management solution helps you:**

- Deliver messages to all channels easier and faster.
- Communicate in a way that stands out from the crowd.
- Match the message to the customer's preferences.
- Streamline your communication processes.

**Content: Your competitive advantage**

From documents to video, tweets to ideas, your content has never been more important or more valuable. In the information age, content is at the heart of how you engage with customers, how employees and partners collaborate and produce value, and ultimately, how your business profits and grows. OpenText Customer Experience Management enables organizations like yours to use your many different assets to greatest effect in this wireless, connected, always-on business environment.

**Online Marketing: Improve the web experience to build relationships, drive sales**

In order to provide customers with a compelling online experience, visitors need dynamic, personalized, relevant, and engaging digital content—delivered on whatever device they prefer. This is achieved by adding rich media, social interaction, mobility, and Web 2.0 functionality to your online presence. Enabling visitors to interact with your organization through blogs, user comments, chat, and rich media such as video and slideware—on a laptop, kiosk, or smartphone—will help keep them engaged for longer periods of time and increase the likelihood that they'll make a purchase or call your sales team. With OpenText Online Marketing, you can

- **Deliver a rich experience:** Manage and publish images, videos, podcast, Flash components, and animations. Create rich Internet applications. Personalize content for any audience or channel.
- **Enable interaction:** Allow users and visitors to comment on the content on your site, including posting product reviews and responding to blogs.
- **Optimize content:** Discover and report on visitor behavior. Incorporate analytics dashboards to provide insight and enable search engine optimization. Streamline the process of publishing content.

**Global Brand Management: Control brand and extend communication to create deeper engagement**

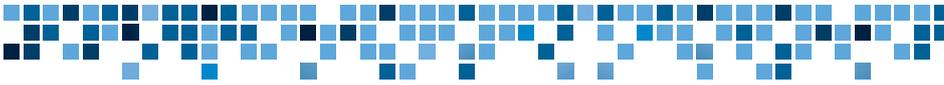
By giving you the tools to better manage communication and brand perceptions in a Web 2.0 world, OpenText Customer Experience Management solutions allow you to be more transparent about your business. Greater transparency leads to a perception of authenticity within your target audience, which strengthens your brand. To do this successfully, a business must be able to publish rich media, deliver content to mobile devices, manage user-generated content, and incorporate information governance into the whole process. With OpenText Global Brand Management, you can

- **Invite participation and engagement in the marketplace:** Add ratings, reviews, communities, and other social media elements to your existing website. Build loyalty among customers and employees by representing your brand in a more approachable manner.
- **Maintain brand consistency and standards:** Utilize a secure, central repository to manage and control digital media and marketing content for collateral, web, and online publishing. Proactively monitor asset usage to avoid unexpected costs.
- **Organize and manage rich media and brand assets:** Search for and quickly locate the right content. Control your brand image and reduce the time and effort to create, publish, repurpose, and deliver media across multiple channels.

**Social Business: Create a culture of productivity, expertise, and innovation**

Internally, OpenText Customer Experience Management solutions allow companies to create secure, community-based environments and use our social nature to foster innovation, boost productivity, and reduce the need to travel for meetings. It provides a new, more efficient model for collaboration; one that connects knowledge workers to the people and content important to them. It also enables businesses to listen to consumers, monitor conversations relevant to the business, and respond in more proactive ways. With OpenText Social Business, you can

- **Support workers on the go.** Provide access to information, any other content necessary for context, and meaning and workflow capabilities, so mobile workers can act on information to complete tasks or keep them moving.



- **Build social capital.** Help people across the enterprise get to know one another—an important requirement for teamwork. Enable them to create and share personal profiles in order to engage with their teams.
- **Replace risky social media tools.** Provide the same functionality employees have grown accustomed to in their consumer apps so they don't bring unregulated and potentially unsecure social media applications into the workplace.

### **Customer Communications Management: Strengthen relationships and profitability**

How you communicate with your customers can make or break your relationships with them. It's important that you take advantage of every interaction and opportunity to build trust and increase loyalty. Delivering personalized, relevant communications helps you strengthen those relationships, leading to increased revenue and share of wallet. With OpenText Customer Communications Management, you can

- **Build trust and loyalty.** Create more personally relevant content at every customer touchpoint, from one-on-one mobile messages to high-volume mailed documents.
- **Empower business users.** Reduce IT involvement by giving business users hands-on control of the documents used in customer communications, from account statements to marketing email.
- **Introduce efficient processes.** Reduce the cost of generating communications by simplifying and streamlining the way documents are created, optimized, delivered, and later repurposed.

### **Online Self-Service: Improve satisfaction and loyalty**

The ability to find information fast is one reason customers become loyal to a favorite online business. With government agencies, constituents are seeking the same level of service that they experience with companies they buy from. Employees also now expect self-service in many aspects of their job. OpenText Online Self-Service allows you to create engaging apps that provide convenient access to information for customers, constituents, employees, or partners. And OpenText can reduce costs by establishing online self-service centers that enable people to complete transactions online instead of contacting a call center or standing in line. With OpenText Online Self-Service, you can

- **Promote access.** Personalize the online experience by increasing transparency to archived data and selecting appropriate information based on a user's area of interest.
- **Cross-promote products or services.** Enhance the customer experience while empowering business owners with a common delivery vehicle to distribute services based on customer segmentation.
- **Lower customer service costs.** Provide customer service representatives with single access to all relevant applications and information. Capitalize on vital assets—employee knowledge and accumulated expertise.

OpenText Customer Experience Management solutions help organizations improve efficiency and productivity across a broad range of applications with a keen eye to improving customer satisfaction and driving new sources revenue.

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## **www.opentext.com**

North America	+ 800 304 2727
United States	+1 847 267 9330
Germany	+49 89 4629 0
United Kingdom	+44 0 1189 848 000
Australia	+61 2 9026 3400