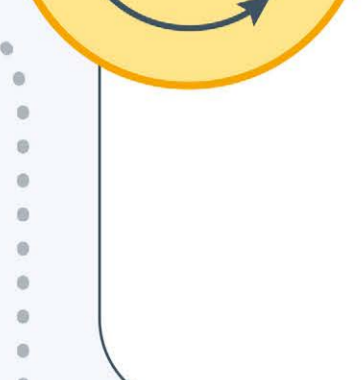


A Day in the Life of a Customer

Understanding the Value of Connecting Content to Sales & Service Processes



Customer Relationship Management (CRM) systems are effective tools to manage customer relationships. But to get the most from these systems organizations must rethink the way they work. Start by looking at things from the outside-in, from the perspective of the customer.

Symptom #1: Business Inefficiency – A CRM system that has failed to incorporate unstructured information.

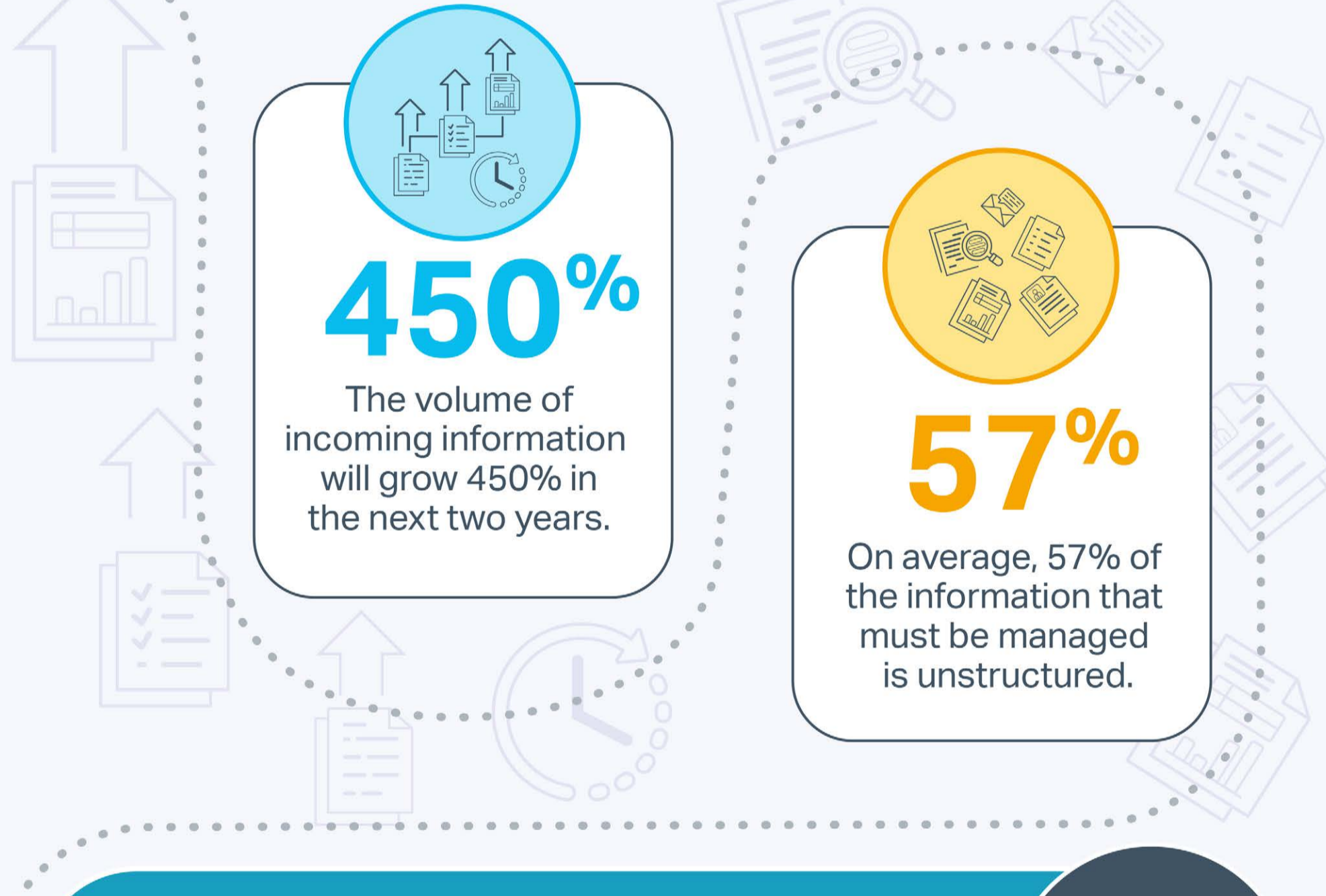
- Incomplete or missing information.
- Longer time to resolve customer inquiries.
- Limited collaboration for sales teams on opportunities.
- Critical customer documents not linked to information in the CRM system.
- Missed up-sell and cross-sell opportunities.
- Gaps between inconsistent and out-of-date information in multiple systems.
- Inadequate governance capabilities in CRM system resulting in non-compliance and legal exposure.

Symptom #2: Customer Risk – A CRM system that has failed to incorporate unstructured information.

- 32%** of customers will walk away from a brand they love after a single bad experience.¹
- 80%** of customers say the experience businesses provide is just as important as its products and services.²
- 90%** More than 90% of dissatisfied customers will never complain; they'll simply leave. ...and then tell at least 15 of their friends just how disappointing your business is.³

Symptom #3: No strategy to deal with disconnected information sprawl – A CRM system that has failed to meet expectations.

A rising tide of information disarray and confusion imperils the digital transformation journeys of many organizations. The volume, velocity, and variety of information that most organizations need to manage, store, and protect now exceeds their ability to keep pace.⁴



Content in context is key to both addressing customer expectations AND improving business efficiency.

- Information sharing and collaboration**
Contribute to a culture of sharing and community – by improved ease of use and access across all departments.
- Transparent marketing activities**
Enhance awareness and avoid communication errors – by ensuring any email or customer message is visible in your CRM system.
- Single view of the customer**
Accurate customer insight – through easy access to correspondence, contracts submitted / received documentation.
- Accelerated sales and service support**
Improve sales productivity – by minimizing search time and overhead to manage content.
- Integrate with mid- and back-office apps**
Minimize IT costs and improve data consistency – by connecting Salesforce / CRM content to ERP content and other enterprise systems.
- Complete Customer relationship details**
Shorten successful sales cycles – by links to the latest contracts, essential documentation, and best practice content.
- Safeguard essential sales information**
Securely manage vital customer content – consistent with corporate governance policies and procedures.
- Consistent sales and service work streams**
Meet the mobile sales workforce – with applications that work anywhere, on any device.
- Improved scalability**
Make your business ready for growth – by integrating enterprise grade content management and keeping CRM lean.

Moving Forward What are the benefits of an integrated content approach with your CRM system?

- Provides 360-degree view of customer information for better insights.
- Provides single source of truth for customer information to reduce errors.
- Enhanced Sales & Service productivity and superior customer experiences.
- Controls unstructured content through information governance.
- Simplified cross-departmental collaboration for increased customer satisfaction.
- Faster Sales & Service cycles for a stronger competitive advantage.



Learn more about how OpenText is empowering interconnected business processes by connecting critical content insights to lead CRM business systems.

www.opentext.com



AIIM helps organizations improve their performance by transforming the way they manage their information.

www.aiim.org

Notes:

¹ PwC 2020 – Experience is Everything.
² Salesforce 2020 - The State of the Connected Customer.
³ Small Biz Genius 2020 – What do Customers Want?
⁴ AIIM 2020 – State of the IIM Industry 2020.