

OpenText Communications for Salesforce

Exceed expectations at every step of the customer journey. Improve customer satisfaction, maintain brand consistency and experience a quick return on investment.



Benefits

- Eliminate errors with sophisticated predesigned templates
- Accelerate productivity with automated document generation
- Increase customer satisfaction with personalized communications

The digital marketplace has expanded opportunities—along with customer expectations. Today’s customers expect personalized journeys that clearly address their needs.

OpenText™ Communications for Salesforce® is a document generation solution that helps organizations deliver consistent, compliant, communications—anytime and anywhere—to create remarkable customer experiences. OpenText Communications for Salesforce streamlines, automates and integrates the customer experience. Creating customer correspondence directly within their CRM system, users can access, revise, repurpose and personalize content faster and with less effort.

Uniquely designed to connect to and beyond CRM systems, OpenText Communications solutions offer a wider, more comprehensive solution for the entire enterprise. Exstream enables organizations to provide critical business information clearly, quickly and consistently across all channels. Designed for omnichannel customer communications management, OpenText Communications leverages the data and content that exists within an organization to deliver highly-personalized, engaging customer experiences on the customer’s preferred digital and print channels, screen sizes and devices.

OpenText Communications for Salesforce speeds document creation and increases user productivity, while eliminating virtually all risk to the brand and business.

By the numbers

382%

average return on investment

Customers experience a return on investment of more than 382 percent on average.

\$2.4

million+ average savings

Customers save more than \$2.4 million in one year.

6-month

average payback

Customers realize payback within six months of their investment.

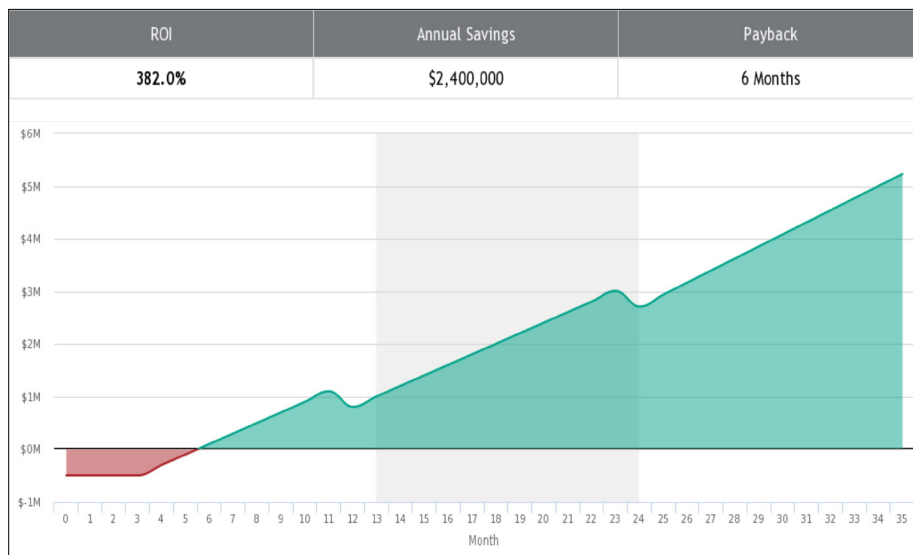
Resources

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Whether producing a single customer service email or millions of personalized sales letters, Content Management for Salesforce helps rapidly synthesize relevant business data and content into compelling written communications, from within your familiar CRM environment. As a Content Services leader, OpenText continually adds innovative applications for the Salesforce AppExchange to manage digital assets, personalize communications, ease customer contracts and more, to ensure compelling customer experiences.



For a personalized value assessment, contact us at vmo@opentext.com

Benefits

Personalized experiences Tailor communications, including quotes, proposals, contracts and service documents for a personalized experience that boosts customer engagement, drives revenue and improves brand loyalty and brand consistency.

Automated document generation Automate and re-purpose dynamic templates and documents to save time, money and the need for technical resources.

Multichannel communications Reach out to customers through their preferred channel, including smartphones, social, email, SMS and more, to help increase business metrics, such as click-through-rates (CTRs).

Risk management Respond to regulatory changes and mandates quickly with the flexibility of editing content and templates, as well as adhering to accessibility requirements

Predesigned templates Leverage the template library for quotes, contracts, proposals, service documents, general customer correspondence and more and reduce time spent developing complex document templates.

Flexible deployment options Download from the Salesforce AppExchange and operate in either Software as a Service (SaaS) mode, managed and run by OpenText in a public cloud, or Enabler mode, allowing OpenText Communications users to connect seamlessly to the platform wherever it is installed.

Easy accessibility and reuse Access created items later in Salesforce, as well as inside OpenText™ Content Management, making them accessible to non-Salesforce users and avoiding extra Salesforce storage costs.