

8 paths to future-ready experiences

Organizations know they need to provide **timely, relevant** and **personal experiences** to attract and retain customers. Yet, with growing economic headwinds, they're also looking to extract more value from existing IT investments.

Here are 8 ways to make it happen.

CURRENT PATH

FUTURE PATH

Built for everyone

1

Personalized for one

Intuition drives decisions

Data drives decisions, enabling smart insights

Lifeless, generic mass offer and impersonal

Unique, relevant and hyper-personal

Lower engagement and satisfaction

Creates customers for life



Companies that excel at personalization generate **40% more revenue**¹



Capture customer data and **add incremental personalization** from first- and third-party data approaches.

Single to Multi-channel

2

Omnichannel

The small picture

The BIG picture

Purpose-built and narrow channel

Big picture of all touchpoints

Inconsistent and frustrating

Consistent and relevant



Companies that consistently provide relevant, omnichannel experiences **grow revenue 41% faster**²

One-off destinations

3

Connected journeys

One and done

Inspiring, relevant and hassle-free experiences

Limited interactions focused on acquisition

Builds deeper customer relationships

Missed cross-sell and upsell opportunities



Map out an **orchestrated journey for key audiences**, then test and refine it over time.

Siloed data

4

Unified data

Limited and late access

Seamless access to data with a Customer Data Platform (CDP)

Lacks insights and the ability to create journeys

Manages data across their journey in real-time

Risk increases with multiple data points

Holistic data security and governance



Organizations **struggle to become data-driven**, with **only 26.5%** reporting they have achieved this goal.³

Form dictates function

5

Immersive rich media

Consistently inconsistent—experiences vary wildly based on the channel

Captivating experiences no matter where an interaction starts



Use case: Digital asset-driven marketing and selling

A large retailer created a brand portal to store, manage and deliver rich media assets across any channel, in the best format and at the right moment.

Manual and rigid

6

Automated and agile

Marketing processes and collaboration rely on email, manual effort and in-person contact

Operations are automated and rely on collaborative technologies: global, cloud, agile

Slow and inefficient

Streamlined processes, greater productivity and maximum creativity

Crushes creativity



77% of marketing leaders agree or strongly agree that they use automation to improve CX.⁴



Understand how different generations prefer to work, communicate and interact. **Balance digital-first with personal preferences** to create optimal experiences.

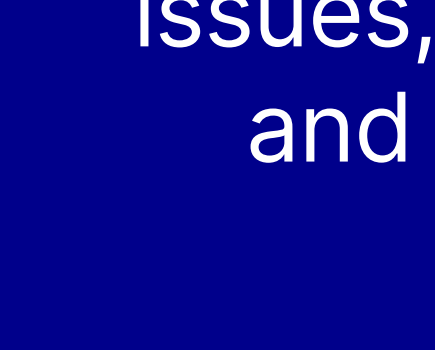
Legacy technology

7

Modern, composable

Ripe with compatibility issues, outdated processes and security concerns

Easily adapt or add new capabilities: cloud, off-cloud, hybrid, and API-driven microservices



Use case: Platform modernization in action

A large financial institution modernized more than 300 websites, enabling enhanced targeting and personalization with mobile-ready templates.

Customer or employee

8

Total experience

Disparate experiences managed in silos

Holistic and connected across CX and EX

Creates confusion and lower ROI

Maximizes brand recognition and customer satisfaction, increases ROI



Customer-centric companies are **60% more profitable than companies that are not**.⁵

Get on the path to modernization now.

Start here

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1. McKinsey, Next in Personalization Report, 2021.

2. The Future State of Omnichannel Customer Communications: Aspire Position Paper.

3. Harvard Business Review, 2022.

4. Oracle – Global CX Insights Report.

5. Source: Forbes, 2022.