

## 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**<sup>1</sup>



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**<sup>2</sup>

#### 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

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#### 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.<sup>3</sup>

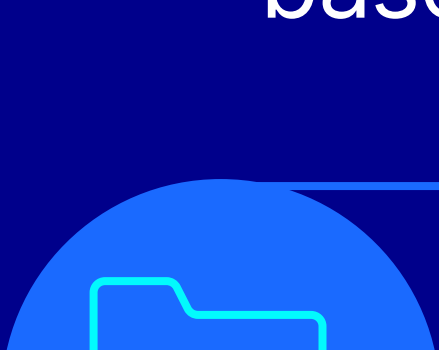
#### Form dictates function

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

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#### 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.<sup>4</sup>



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

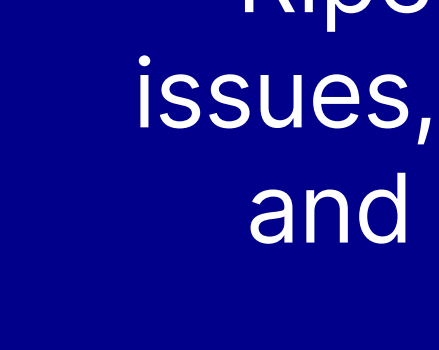
#### Legacy technology

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

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#### 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**.<sup>5</sup>

Get on the path to modernization now.

Start here

opentext.com

1. McKinsey, Next in Personalization Report, 2021.

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

3. New Vantage Partners – Data and AI Leadership Executive Survey 2022.

4. Oracle – Global CX Insights Report.

5. Source: HubSpot, 2022.