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OpenText LiquidOffice and OpenText Exstream

Automate, create and deliver streamlined customer communications and enable bidirectional communication with workflow capabilities to deliver a consistent customer experience

Connect eForms or PDF forms to back-office production

Automate communication workflows

Many enterprises have separate databases and systems to store content and produce communications in various online and offline channels, such as web, print and email. This approach leads to inconsistent branding, regulatory and compliance challenges and higher costs due to managing disparate silos of information. It also confuses and disappoints customers with out-of-date information and obsolete logos and marketing offers.

OpenText™ LiquidOffice™ and OpenText™ Exstream™ enable organizations to easily connect web-based and PDF forms to back-office processes. With a workflow solution from OpenText that leverages both products, users can automate complex processes that involve multiple individuals, as well as customer, business and regulatory information from different sources and types. The solution dynamically accesses an organization's systems and processes to offer help every step of the way. Users can speed workflows, while minimizing risk.

Connect eForms or PDF forms to back-office production

Enhance customer experience and streamline data collection processes with an easy-to-use eForms or PDF forms interface. Collected data can be used to drive a variety of customer communications, including welcome kits, ID cards, statements and even targeted marketing messages. All communications can be delivered using virtually any print or electronic channel, including printed mail, email, the web, social media and SMS.

Users can facilitate customer onboarding, for example, by providing an eForm interface where customers can enter their name, address and other pertinent information. Or, simply add intelligence to an existing PDF form to complete and submit it and initiate, continue or complete a workflow. The collected information can be used to drive enrollment communications, such as welcome kits, ID cards or contracts produced by back-office processes.

Automate communication workflows

The solution can improve efficiency for virtually any business communication process. For example, an insurance customer is involved in a car accident. After logging into their account on the insurance company's website, the customer clicks a link to access a PDF form or an eForm that has been specifically designed to initiate a claims process. The customer enters information about the accident into the form, and even uploads photos and a police report.

Once the form is submitted, the newly collected data, as well as all other relevant customer information, such as customer accident history and regulatory information, are routed to an adjuster. With all of the necessary information immediately available, the adjuster can quickly make a decision and respond to the customer with a variety of communications, including a first notice of loss, request for additional information or settlement. All communications between the insurance company and customer are tracked and, in a short while, the customer receives a settlement communication that can be signed electronically.

OpenText offers a single, enterprise-wide solution that not only makes sense of an organization's data but can design, produce and deliver all types of customer communications—whether interactive, high volume or on demand. Create a customer-preferred delivery experience, such as direct mail, email, web and SMS, by integrating tools and processes for communications of all types.

LiquidOffice and Exstream deliver exceptional value. The integrated solution helps an organization leverage its current assets and technology investments, enabling a faster time to market and corporate and regulatory compliance and consistency—all while cutting costs. LiquidOffice and Exstream are both well-proven solutions for enterprise customer communication challenges.
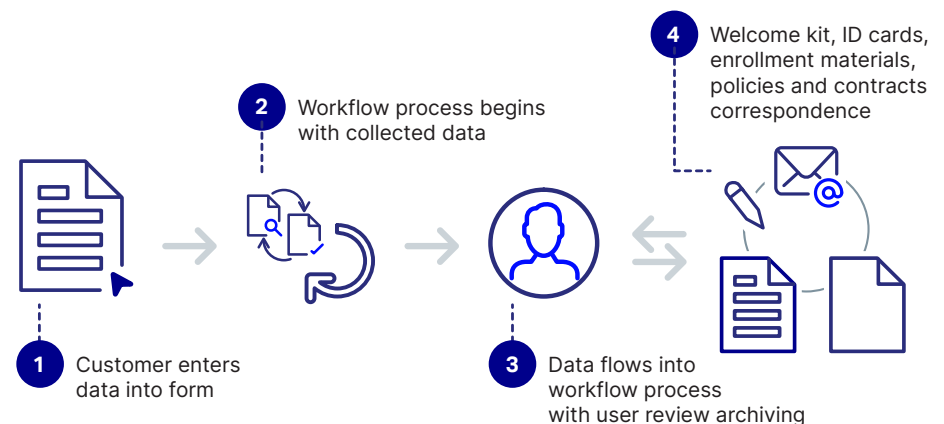

2 Workflow process begins with collected data

4 Welcome kit, ID cards, enrollment materials, policies and contracts correspondence

1 Customer enters data into form

3 Data flows into workflow process with user review archiving

Figure 1: Automate communication workflows within business processes

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Figure 2: From distribution to processing

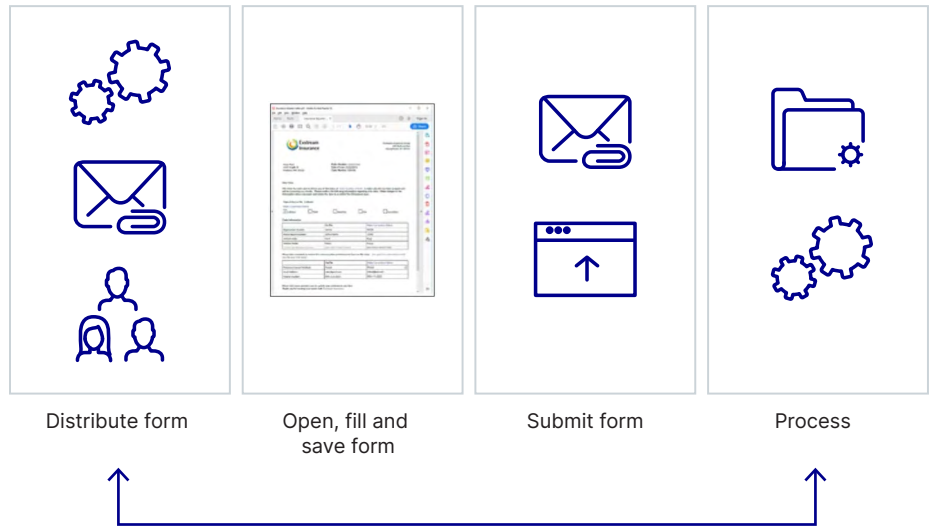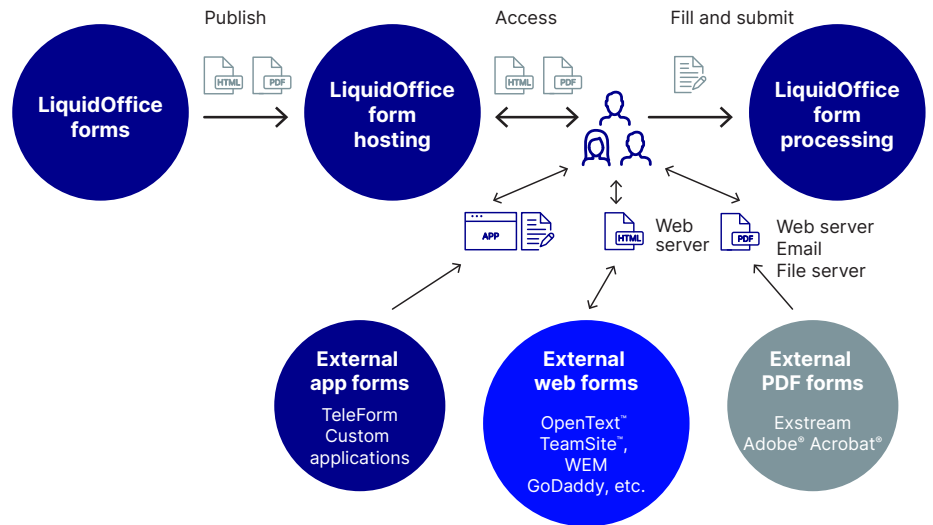|			
Distribute form	Open, fill and save form	Submit form	Process

Figure 3: Integrated CEM Solutions

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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