opentext™

CHECKLIST

What's in your Total Experience tech stack?

As organizations lean more on post-sale customer engagement to drive revenue, a Total Experience approach is key to delivering end-to-end connected experiences for both employees and customers.

Is your current tech stack up to the task? Use this list to map out how your organization is currently delivering the Total Experience.

Capability	Current tools/solution	Effectiveness (Red/Yellow/Green)		
Customer Communications Management		🔴	🟡	🟢
Web Experience Management (website, landing pages, portals, mobile)		🔴	🟡	🟢
Rich media (digital asset management)		🔴	🟡	🟢
Contact Center software and analytics		🔴	🟡	🟢
Customer journey management/ orchestration		🔴	🟡	🟢
Customer data platform (CDP)		🔴	🟡	🟢
Analytics and AI		🔴	🟡	🟢
Omnichannel messaging		🔴	🟡	🟢
Enterprise Content Management		🔴	🟡	🟢
Process automation		🔴	🟡	🟢

opentext.com/contact