

# 4 ways AI content management accelerates critical business processes

Practical departmental use cases for an AI content assistant



# Spend more time selling and less time searching

For sales teams, GenAI delivers the right content instantly, so reps spend less time searching and more time selling, enabling more proactive, engaging customer experiences.

## Top challenges

- ✗ **Time-consuming information retrieval:** It's difficult to focus on engaging prospects and closing deals when finding information and handling follow-ups is slow and manual.
- ✗ **Inconsistent sales execution:** Fragmented customer information, incomplete data, and siloed information can cause confusion and lead to drawn out sales cycles.
- ✗ **Slow onboarding:** More time than necessary is spent on getting up to speed in a sales organization, increasing time to first closed deal.

## AI-powered possibilities

- ✓ **Spend more time selling:** Deliver the right content quickly with integrated **AI content management** so sales teams can focus on closing deals with an accurate 360-degree view of customer data.
- ✓ **Focus on the best leads:** AI-driven insights help improve targeting, messaging, and personalization.
- ✓ **Implement on-demand sales training:** AI-curated knowledge speeds onboarding, ramp time, and skill development.

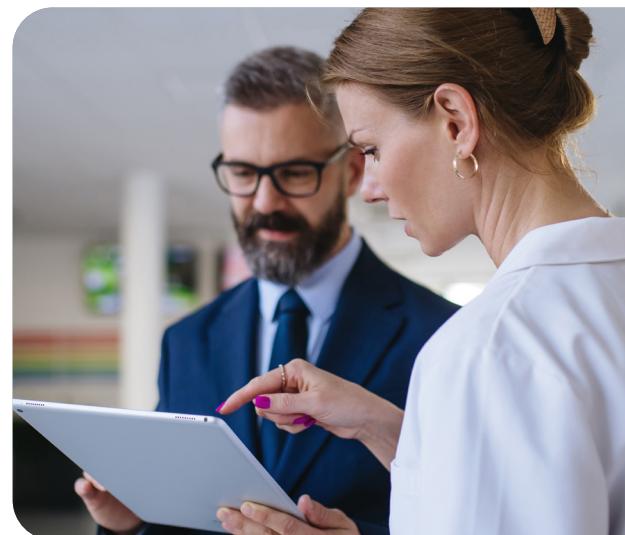
82% of sales reps with AI feel confident about the future of their role—versus 67% of reps without AI.<sup>1</sup>

## Why OpenText Content Aviator for sales teams?

Sales teams need fast, relevant insights to drive meaningful conversations. OpenText™ Content Aviator™, embedded in our secure content management platforms and integrated with CRMs like Salesforce, breaks down data silos and surfaces what matters most. The result: higher win rates, faster deal closures, and shorter sales cycles.

### Other benefits for sales teams include:

- **High-quality prospect engagement:** Analyzes information to target prospects and personalize outreach for higher win rates.
- **Enriched communication:** Enhances collaboration by drafting content, optimizing communication clarity, and breaking language.
- **Increased efficiency:** Automates repetitive tasks and speeds up decision-making, enabling focus on strategic work.



<sup>1</sup> Salesforce, *State of Sales Report*, July 2024

# Attract and retain top talent

With GenAI, HR teams gain instant access to conversational search, content discovery, summarization, and translation. A content assistant can speed up hiring, cut costs, boost engagement, and improve retention.

## Top challenges

- ✗ **Manual search:** Searching for relevant content can be time-consuming and frustrating.
- ✗ **Lack of confidence in decision-making:** Sifting through candidate applications, uncertain of what's accurate and relevant, makes decision-making difficult.
- ✗ **Ineffective use of training time:** Rather than skill development programs geared to specific roles or teams, training is generic and does not support tailored onboarding needs.

## AI-powered possibilities

- ✓ **Speed up access to information:** Give HR teams instant access to the right policies, guidelines, and best practices.
- ✓ **Enhance talent decision accuracy:** Deliver insights on hiring, promotions, and resources to inform decision-making.
- ✓ **Optimize onboarding and skill development:** Streamline onboarding material delivery and surface relevant learning.

## Why OpenText Content Aviator for HR?

GenAI is built directly into OpenText's intelligent content management platforms. It seamlessly integrates with HXM systems like SAP® SuccessFactors®. An [AI content assistant](#) puts chat-based conversational search, content discovery, summarization, and translation at your HR team's fingertips, so to speed processes like hiring.

### Other benefits for HR teams:

- **Reduction in recruiting time:** Accelerates candidate screening and interviews to engage top talent faster and more effectively.
- **Employee retention rate:** Boosts employee well-being by eliminating repetitive tasks and simplifying HR processes.
- **Risk mitigation:** Automates HR tasks, ensures policy consistency, and streamlines compliance tracking.



# Create personalized customer experiences

By automating routine tasks, analyzing customer interactions in real time, and providing instant access to knowledge, GenAI empowers support teams to resolve issues quickly and focus on more complex, high-value interactions.

## Top challenges

- ✗ **Low first contact resolution (FCR):** Siloed or inaccessible customer data makes it hard to resolve issues on first contact, increasing follow-ups and average handle time (AHT).
- ✗ **Lack of flexibility:** Traditional customer support teams have set hours, impacting productivity and adding to customer frustration when they need help.
- ✗ **Low customer satisfaction scores:** Routine, manual tasks prevent agents from resolving issues quickly and focusing on complex issues, leading to unhappy customers.

## AI-powered possibilities

- ✓ **Reduce response time:** Quickly retrieve the most relevant information and customer data with the help of an AI content assistant, speeding up response times for customer inquiries.
- ✓ **Improve support team accuracy rate:** Ensure access to consistent, accurate information, reducing errors and conflicting responses.
- ✓ **Enable round-the-clock self-service:** Assist customers at any time, even outside business hours, enhancing customer satisfaction.

63% of service professionals believe the [GenAI] technology will enable them to serve their customers faster.<sup>2</sup>

## Why OpenText Content Aviator for support teams?

With Content Aviator your support team can reduce AHT, improve customer satisfaction scores, increase first contact resolution rates, and optimize agent productivity.

### Other benefits for customer support teams:

- **Personalized support:** Analyzes past interactions and tailors responses using customer history, improving support processes and the customer experience.
- **Support team productivity:** Automates routine tasks, allowing support teams to address complex issues and improve productivity.
- **Knowledge base relevance:** Enhances learning by providing new information and feedback, keeping the knowledge base up-to-date and relevant.



2 Salesforce, [Sales, Service and Generative AI: New Research on What's Holding Teams Back](#), June 28, 2023

# Accelerate product innovation

R&D teams thrive on speed, insight, and collaboration, but traditional methods can't keep up with today's innovation pace. GenAI accelerates discovery by connecting data, uncovering insights, and enabling smarter, faster decisions.

## Top challenges

- ✗ **Disconnected information:** Understanding next steps requires knowing what's already been done, but that knowledge is often buried, making retrieval slow and manual.
- ✗ **Stalled innovation:** Breakthroughs lose momentum when critical connections are hard to make across people, projects, and insights.
- ✗ **Collaboration barriers:** R&D often struggles to gather input, wasting time manually chasing down information across departments.

## AI-powered possibilities

- ✓ **Reduce time to market:** Build better products, faster, by speeding up research, analysis, innovation, and experimentation.
- ✓ **Improve product launch success:** Enable smarter ideas, seamless teamwork, and automated trend insights to fuel innovation and launch success.
- ✓ **Speed up learning:** Consolidate information across the organization to eliminate redundant work and get to the information you need faster.

## Why OpenText Content Aviator for R&D?

Your OpenText content management system supported by Content Aviator empowers R&D teams with AI-driven knowledge discovery, helping them find past work, uncover hidden connections, and accelerate breakthroughs. By organizing information, surfacing relevant insights, and streamlining collaboration, Content Aviator transforms how research teams move from idea to impact.

### Other benefits for R&D teams:

- **Speed up iteration cycle time:** Get faster insights and drive more effective teamwork to accelerate iteration processes and get time back to focus high-impact work.
- **Trend and pattern spotting:** Identify trends and patterns across documents, such as research papers, technical specifications, product development plans, and regulatory compliance documentation.
- **Accelerate ideation speed:** Connect related concepts and innovations to spark new product ideas and improvements.



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