

The total experience blueprint for delivering customer success



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“The path to success for our customers is not just about making the right purchase, it’s about how we navigate the journey with them afterward. Customer success drives business forward with resources, support and expertise catered to unique needs.”

Joe Federline

Vice President, Customer Success, OpenText

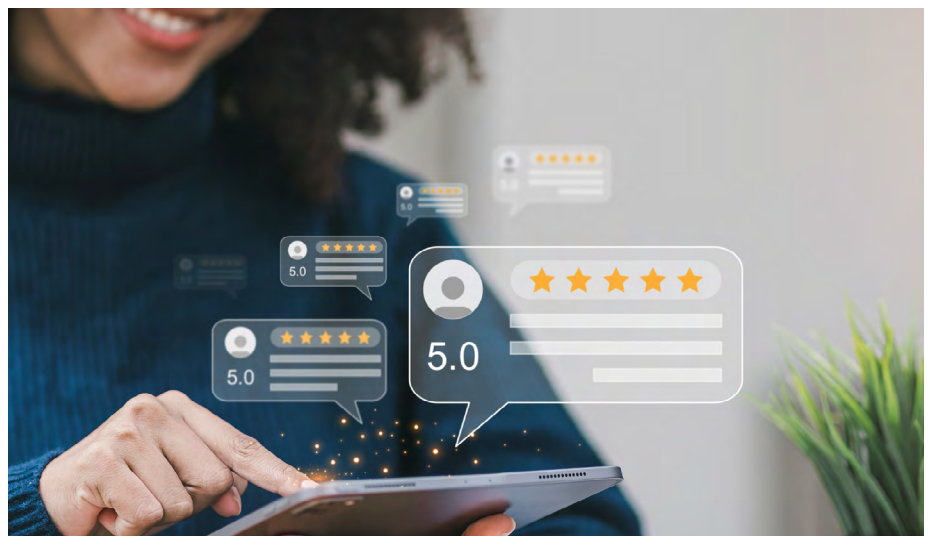
Introduction

Previously, business was largely won on product and price. Those are still major factors, but now, more and more consumers are choosing to stay or to leave brands based on their experiences. In the new era of experience, every interaction counts.

Those interactions are largely shifting to digital channels—73 percent of consumers changed how they shopped during and post pandemic.¹ Nearly three-quarters of customer interactions are now digital.² Consumers are becoming even more selective and demanding of the brands they do business with. According to a Fitch Wire study, consumer spending growth is dropping—and non-essential spending is expected to decrease. Against a backdrop of rising inflation and an uncertain economy, every customer touchpoint takes on heightened importance. **Total experience (TX)** is the new economic battleground where business is won and lost. It determines customer success, influencing brand loyalty and shaping employee perceptions in an era where the seamless integration of digital and physical interactions defines competitive advantage.

Just as customers will abandon brands if their interactions do not meet expectations, employees will leave their jobs if the work experience isn’t frictionless. Disengaged or frustrated employees who are struggling with basic operational tasks will also have less bandwidth to focus on your customers. As more organizations lean on post-sale customer engagement to drive revenue, a total experience approach is essential to deliver end-to-end connected experiences for both employees and customers.

This position paper highlights the impact TX can have on an organization and provides the information needed to set your organization up for success. It defines TX and its components: customer experience (CX), employee experience (EX), and operational experience (OX), and discusses why a TX strategy is essential for organizations to achieve better business outcomes.



¹ CMS News Wire, January 2023

² Mulesoft 2023 Connectivity Benchmark Report, in collaboration with Deloitte Digital

There is also evidence of a significant gap between what consumers expect from brands today versus their actual experience. Although three-quarters (75%) of consumers agree that their expectations have increased in recent years, just two in five (40%) believe that their experiences are actually improving.⁴

Trends in customer experience and employee experience

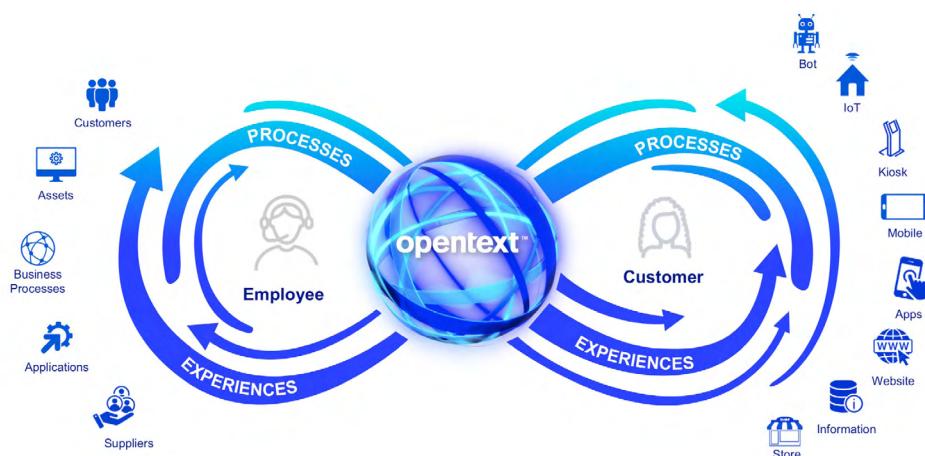
Both customer and employee experiences are critical to your company's future relevancy. **Customer experience (CX)** is defined as the interactions and holistic perceptions customers have while engaging with a company's products, services, and brand. With the shift to digital channels and increasing customer expectations, the C-Suite has renewed interest in making customer experience a top priority—and many leaders are increasing their budgets for CX initiatives.

Employee experience (EX) refers to the quality of interactions employees have with their workplace, including their work environment, culture, tools, and overall workrelated experiences. Employee experience has traditionally focused on HR-related initiatives, such as policies, benefits, and training. However, over the last few years, employee experience has seen increased attention, driven largely by the requirement for flexible work and better retention strategies following the pandemic.

Customer experience has been a focus of business leaders since it came to prominence in the 1990s. Despite the advances in CX since then, new research indicates that 94 percent of consumers are frustrated by disjointed experiences and poor customer journeys.³

Adding to the complexity, employees tasked with delivering a positive customer experience are frustrated. Knowledge workers on average use 11 different applications to complete their daily tasks—up from only six in 2019. On top of this, three in four employees feel that digital transformation initiatives prioritize the customer experience—not the employee experience.⁵

Today, customer and employee experience are inextricably linked. Think of it as a continuous loop: creating a positive employee experience leads to increased productivity and employee satisfaction and enables employees to enhance the customer experience. Likewise, providing a seamless customer experience can result in customer loyalty, positive word of mouth, and increased business, all of which can inspire employees to work harder for their customers.



³ Gartner, Achieve Best-in-Class CX Wins Through Total Experience, February 2023
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⁴ MarTech Series, 94% of Consumers Are Frustrated by Disjointed Experiences and Poor Customer Journeys, 2019

⁵ IVR Technology Group, How Disjointed And Disgruntled Customer-Facing Employees Hurt CX, 2024



Current challenges in experience delivery

There is no customer experience without employee experience, but few organizations have connected the two. Here are some of the biggest barriers to achieving superior experiences for customers and employees.

Disjointed and siloed people, processes, and systems

When business areas and departments involved in the customer journey are disjointed, operate in silos, or have weak cross-departmental coordination, it increases the risk of inconsistent CX initiatives, lack of visibility of actions taken, and poor outcomes. According to the *CMSWire State of the Digital Customer Experience Report*, two of the top three top digital CX challenges point to lack of cross-departmental alignment and siloed systems.⁶

Failure to drive insights at the customer level

Companies without a clear data-driven personalization strategy may fail to deliver experiences that are relevant, frictionless, and responsive for the customer. They may also struggle to drive the next best action in the customer journey.

In its *Digital Maturity* survey, 451 Research evaluated the differences between the “data drivers”—early adopters of a formal digital transformation strategy who make most CX decisions using real-time data and insight—and the “data drifters,” who are digitally delayed and make few decisions using real-time data.

Data drivers are almost twice as likely to use technology to identify moments of influence in the customer lifecycle for better targeting and personalization. Scaling real-time insight across departments is a growing requirement for measuring total experience: it’s a priority for both the data drivers (74%) and data drifters (58%).

Data drivers are twice as likely to say they deliver exceptional experiences relative to industry peers.⁷

Poor digital employee experience

Digital friction prevents employees from delivering a higher-quality experience for customers. According to Gartner research, 64 percent of customer-facing employees say that “unnecessary effort” prevents them from delivering a higher-quality experience for customers.⁸ The number of applications that information workers need to use continues to grow, which results in context switching—the enemy of focus.

Organizations that can connect that information and provide smooth employee and customer journeys through total experience gain an advantage. Overcoming these challenges in experience delivery requires not only bringing customer and employee experience initiatives together, but having a flexible, composable, scalable platform tailored to the way your teams want to work today.

⁶ CMSWire, *State of the Digital Customer Experience Report*, 2022

⁷ 451 Research, *Data-driven experiences help bridge employee and customer experience, enable ‘total experience,’* 2023

⁸ Gartner, *Achieve Best-in-Class CX Wins Through Total Experience*, 2023

Total experience

Total experience (TX) is a discipline and business strategy that focuses on creating exceptional, integrated experiences across various dimensions. TX aligns with the evolving expectations of customers and employees by creating an engaging ecosystem of experiences both inside and outside the organization. Specifically, TX combines customer, employee, and operational experience (OX) to achieve customer and employee satisfaction and drive business growth. Total experience is a foundational element of customer success and a crucial part of driving long-term value.

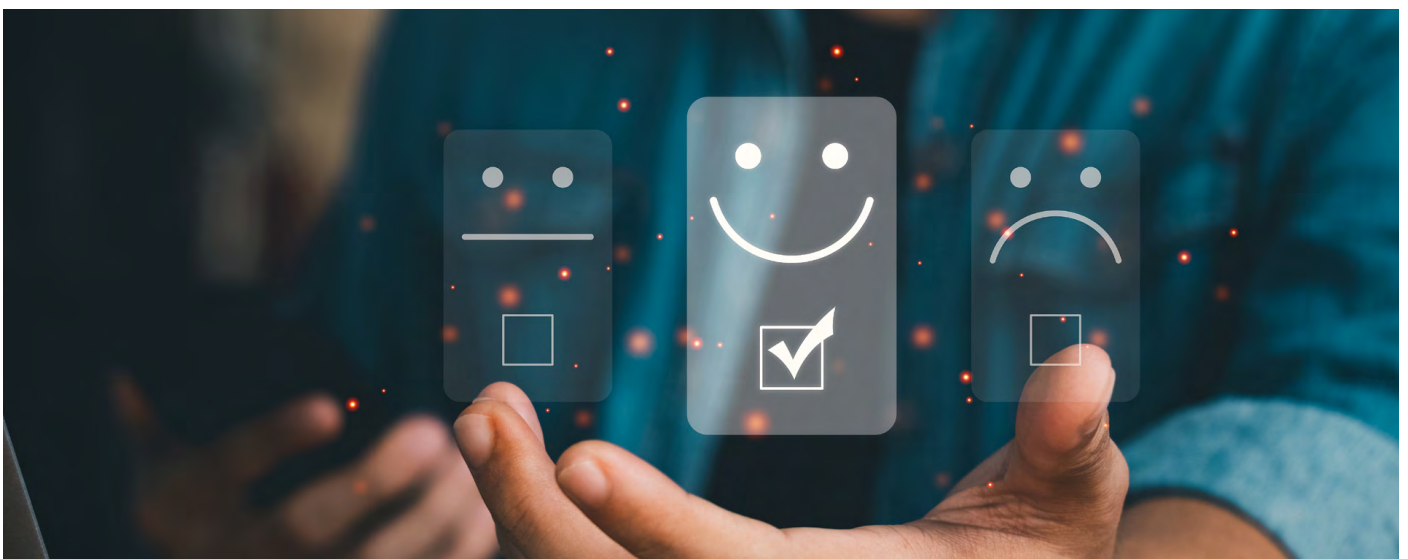
OX focuses on eliminating the digital friction in the processes that fuel your business. Some examples include reducing the time spent searching for critical information, decreasing the number of applications needed to complete daily work, or automating manual processes. In other words, OX is primarily concerned with solving the slow and inefficient processes that challenge and frustrate employees and customers.

A total experience strategy demands deep capabilities and the flexibility to quickly address new challenges as your needs evolve, with solutions that:

- Personalize for best-in-class interactions and service.
- Improve employee engagement, satisfaction, and retention.
- Simplify with a composable platform from one strategic partner.

Total experience: What's at stake?

The cost of failing to transform is now higher than ever. Organizations could lose \$9.5 million on average if they fail to complete digital transformation initiatives, compared to \$6.8 million in 2022.⁹ Integrated experiences increase customer engagement (56%), provide better visibility into operations (53%), and foster innovation (51%).¹⁰

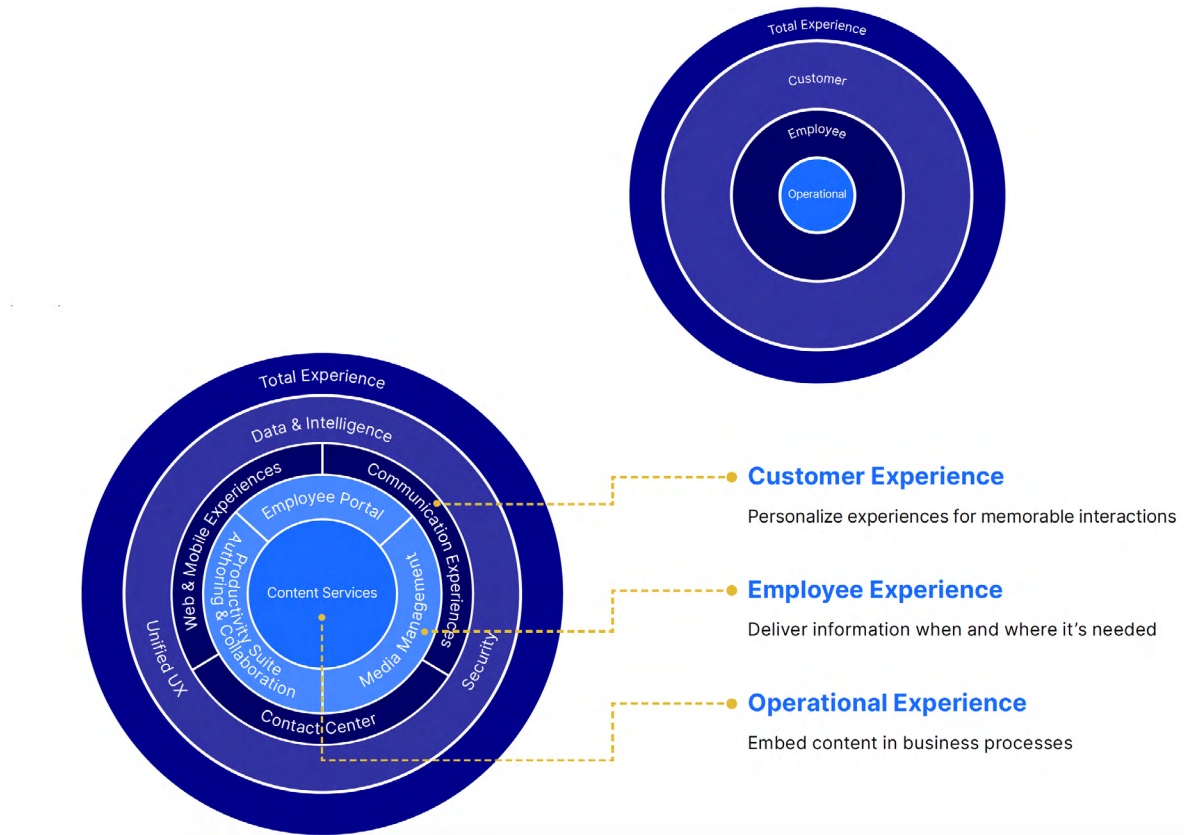


⁹ Mulesoft 2023 Connectivity Benchmark Report in collaboration with Deloitte Digital.

¹⁰ Ibid.

OpenText blueprint for total experience

To help organizations achieve their TX goals, OpenText has developed a total experience blueprint that demonstrates how the various components of TX work together to drive business growth.



Achieving effective post-sale customer engagement demands a holistic approach that addresses both customer and employee experience. Total experience helps organizations adapt to changing market expectations by ensuring customer success at every step of the journey.



Resources

[Smarter total experience ›](#)

Total experience – the strategy fueling enterprises for the future

[Watch the video ›](#)

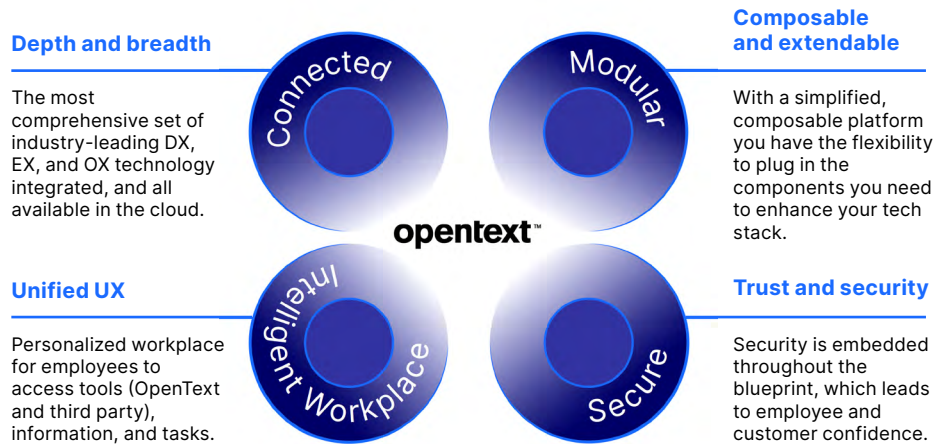
Deliver total experience with OpenText Experience Cloud

[Read the ebook ›](#)

[What's in your total experience tech stack? ›](#)

Elevate customer success with a total experience strategy

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. OpenText offers the most comprehensive portfolio of industry-leading technology to help organizations successfully execute their TX strategy.



[Start building your total experience strategy ›](#)

About OpenText

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