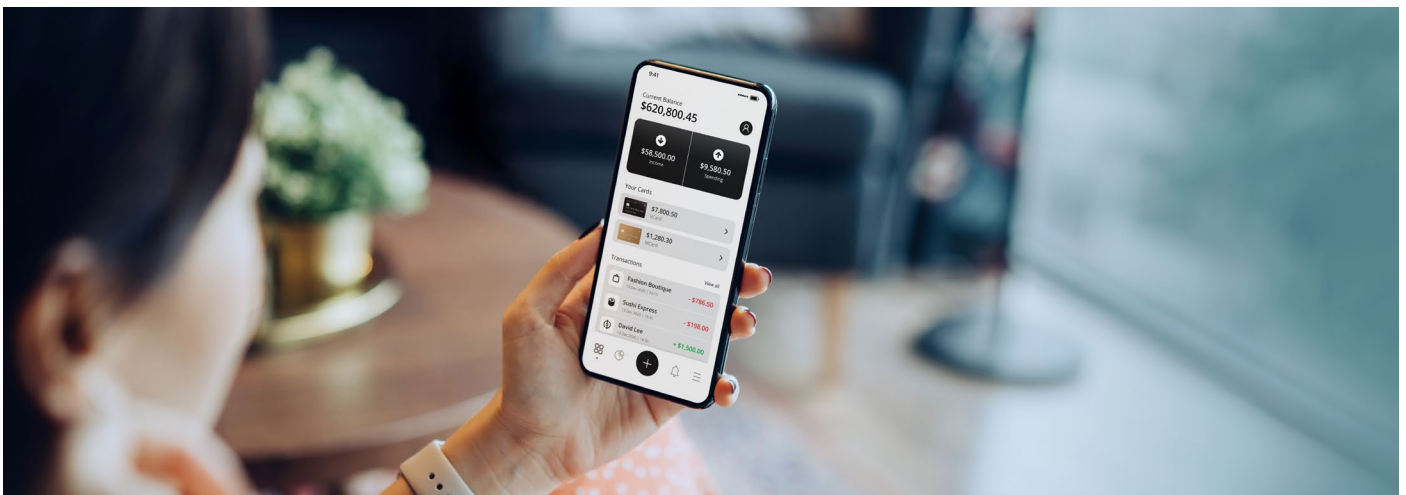


Deliver world-class customer advocacy through total experience strategy

Financial institutions can gain a competitive edge by integrating customer, employee, and operational experiences seamlessly to drive loyalty and operational excellence



Benefits

- Outperform competitors by 25% in satisfaction metrics¹
- Achieve 60% business transformation through total experience²
- Eliminate silos for true 360-degree customer visibility
- Deploy AI-driven insights for next best actions

As consumers shift from in-person to digital banking, organizations must enable frictionless interactions and information exchange between customers, employees, and departments. They must break down informational silos to deliver consistent experiences that drive loyalty and growth while being mindful of shifting regulations.

Create a single source of truth for seamless customer engagement

Effective total experience strategy centralizes the management, storage, and delivery of content to achieve a complete view of customer relationships. By integrating relevant customer content with existing support systems, both employees and customers can access all data relating to inquiries from a single interface. Frustrating disconnects are eliminated while delivering more personalized interactions.

Empower employees with contextual information for better decisions

When information is delivered in context exactly when and where needed, employees can make smarter, faster, and better-informed decisions. This tight internal coordination eliminates repetitive tasks, and reduces manual processes. Staff are able to work productively from anywhere through secure remote access, promoting improved work-life balance.

¹ Gartner, *The Total Experience Strategy for Better Retail Digital Interactions*, 2022

² Ibid.

Leverage AI and analytics to anticipate customer needs

Advanced analytics and machine learning provide deeper customer understanding that enables personalization at scale. These insights help employees identify the best times to promote relevant value-added services and determine next best actions. Customer experiences are improved while increasing revenues and deepening relationships across the entire customer lifecycle.

Enable hyper-relevant experiences across all customer touchpoints

Self-service options allow customers to engage through personally optimized experiences on any device or channel. This frictionless engagement not only increases satisfaction but also allows customers to initiate workflows directly. Reduce the possibility of misinterpretation and decrease risk exposure while streamlining operations.

Conclusion

OpenText provides a comprehensive platform for managing the total experience, with industry-leading integrated customer, employee, and operational technology in the cloud. As the trusted partner to [19 of the top 20](#) global financial services organizations, OpenText delivers the depth, breadth, and security needed to transform transactional interactions into meaningful experiences. Organizations are equipped to drive customer loyalty, boost brand advocacy, build employee engagement, and deliver operational agility.