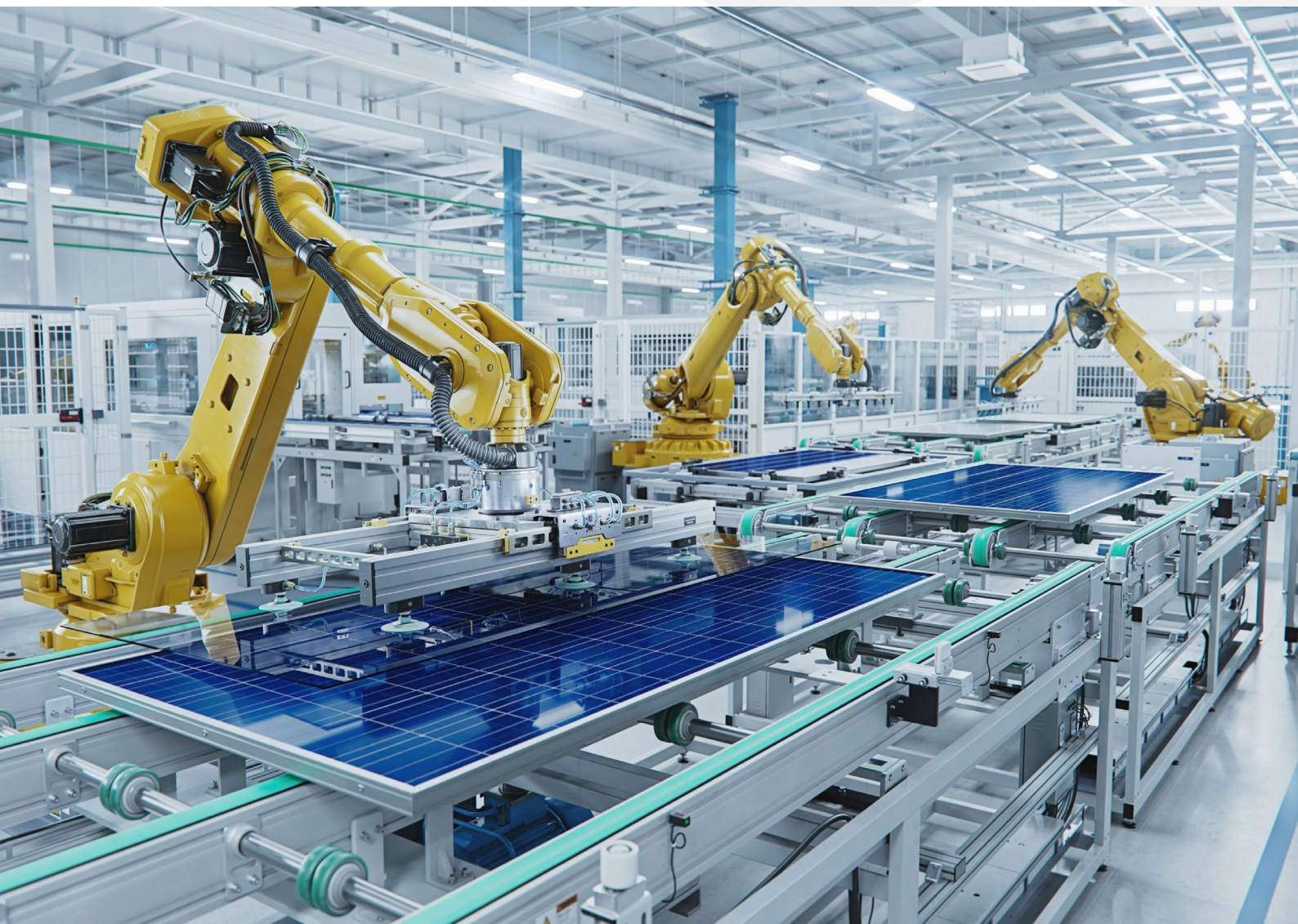


# Transforming manufacturing: Unifying customer, employee, and operational experience

Unite digital experiences across the manufacturing value chain to boost resilience, accelerate innovation, and deliver measurable value



# 43%

of manufacturers still rely on manual, Excel-based processes for sales and customer engagement.

## Reinventing manufacturing: Thriving amid disruption through digital experience

The manufacturing industry is navigating unprecedented disruption. Global supply chain challenges, inflation, labor shortages, and rapidly evolving customer expectations are reshaping the sector. Manufacturers must now focus on more than just operational efficiency, as they need to deliver a unified, digital total experience that connects customers, employees, and partners across every touchpoint.

Recent studies have shown that manufacturers investing in digital transformation and experience-driven strategies are experiencing measurable gains, including faster time to market, greater agility, improved customer satisfaction, and reduced operational costs. For example, a Deloitte survey found that manufacturers enhancing their digital customer experience report higher loyalty, faster issue resolution, and increased margins.<sup>1</sup> Yet, 43 percent of manufacturers still rely on manual, Excel-based processes for sales and customer engagement, limiting their ability to adapt quickly and efficiently.<sup>2</sup>



1 Deloitte, *The future of the digital customer experience in industrial manufacturing and construction*, 2024

2 Tacton, *6 Manufacturing Trends in 2025 to Watch*, 2025

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## The total experience imperative in manufacturing

### What is total experience in manufacturing?

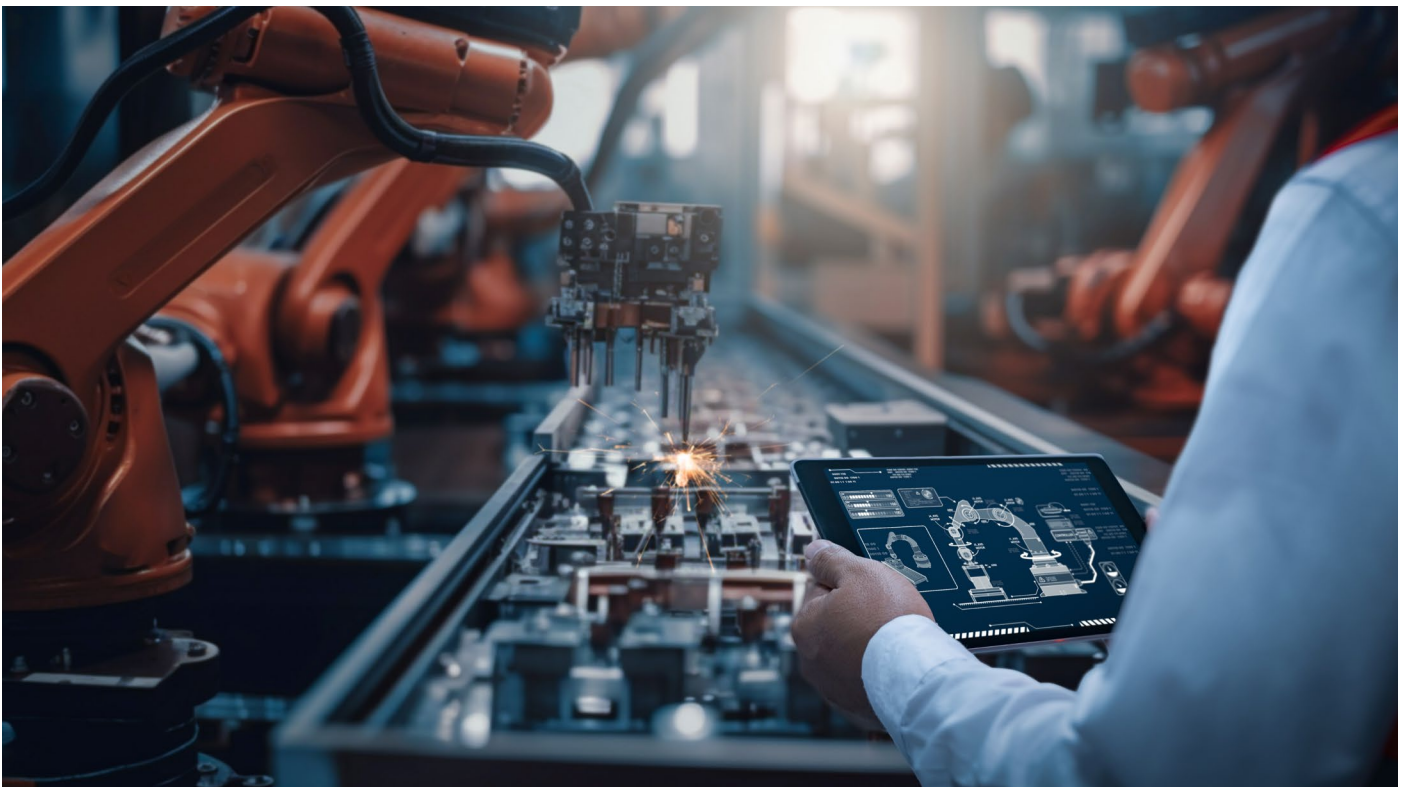
Total experience (TX) in manufacturing means unifying customer experience (CX), employee experience (EX), and user experience (UX) to create seamless, personalized journeys from the shop floor to the customer portal. This approach breaks down silos, streamlines workflows, and enables real-time collaboration and decision-making.

### Why now?

- Customer expectations are higher than ever, with demands for real-time updates, self-service options, and personalized support.
- Employee engagement is critical as skilled labor becomes scarce; intuitive digital tools and AI-driven insights empower the workforce.
- Operational efficiency is a must, with automation and data analytics reducing downtime, errors, and costs.

### Industry example:

Ford and Siemens are leveraging smart manufacturing and integrated digital platforms to cut downtime by up to 25 percent and achieve near-perfect quality yields, demonstrating the ROI of total experience strategies.<sup>3,4</sup>



3 XEqualTo, *Less Waste, More Wins: The Analytics-Powered Future of Manufacturing*

4 Siemens, *Smart manufacturing for electronics*, 2018

## OpenText vision: Powering total experience for manufacturing

OpenText helps manufacturers achieve a unified total experience by:

- **Integrating content management and automation** across engineering, production, supply chain, and customer service, creating a single source of truth for all manufacturing information.
- **Empowering employees** with AI-powered insights, intuitive digital tools, and seamless access to knowledge, boosting productivity and innovation.
- **Enhancing customer and partner experiences** through real-time information sharing, self-service portals, and personalized digital engagement.
- **Driving operational efficiency and resilience** with automated workflows, predictive analytics, and data-driven decision-making.

## The value of total experience in manufacturing

Manufacturers embracing a total experience strategy see:

- **Greater agility and resilience** in the face of supply chain disruptions and market volatility.
- **Improved productivity and reduced costs** through automation and streamlined workflows.
- **Higher customer and employee satisfaction** with seamless, personalized digital experiences.
- **Faster innovation and time to market** driven by cross-functional collaboration and data-driven insights.
- **Sustainable growth** through better resource utilization and the ability to adapt to changing business models.

## Benefits of total experience in manufacturing

Benefit	Impact on manufacturing
Unified digital experience	Improved loyalty, faster response to disruption
AI-powered automation	Reduced manual work, fewer errors
Real-time analytics	Better decision-making, predictive maintenance
Employee empowerment	Higher retention, more innovation
Seamless customer engagement	Increased satisfaction, repeat business

“Good digital tools can boost productivity and lead to cost-savings upward of 5%, compared to just 2% for more traditional cost-cutting methods.”<sup>5</sup>

“More manufacturers are going digital: 75% say they are at ‘midlevel’ digital maturity, up significantly from recent years.”<sup>6</sup>

## Next steps: Transforming your manufacturing experience

To start your journey toward a total experience in manufacturing:

1. Schedule a discovery session with OpenText to assess your current digital landscape.
2. Identify quick wins for integrating content, automating workflows, and enhancing digital experiences.
3. Launch a pilot project (e.g., digital self-service portal, AI-driven maintenance, or unified supplier collaboration).
4. Measure results and scale successful initiatives across the organization.

## Why OpenText?

OpenText is a [leader in manufacturing](#) digital transformation, with deep industry expertise and a proven portfolio of cloud-native content, analytics, AI, and automation solutions. We empower manufacturers to unify experiences, unlock data, and drive operational excellence, no matter what the future holds.

Our integrated information management approach helps reduce costs, accelerate innovation, and ensure compliance across the value chain. With OpenText, manufacturers gain a strategic partner capable of enabling secure collaboration, real-time insights, and resilient, scalable operations, helping you respond to disruption and seize new opportunities in a rapidly evolving market.

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<sup>5</sup> Matterport, *Digital Transformation in Manufacturing 2024*

<sup>6</sup> Manufacturing Leadership Council, NAM 2025