

# Top 6 reasons to choose OpenText DAM for post purchase

OpenText™ Digital Asset Management is the leading solution to the toughest rich media challenges for ambitious enterprises



The customer journey doesn't end at purchase. In today's competitive landscape, the post-purchase experience is crucial for building loyalty, driving repeat business, and turning customers into brand advocates. A powerful digital asset management (DAM) system is no longer a luxury, but a necessity for optimizing this vital phase.

- 1 **Centralized information and support:** OpenText Digital Asset Management provides a single source of truth for all customer-facing digital assets, like user manuals and FAQs. This empowers self-service options and equips support teams with quick access to accurate information for faster issue resolution.
- 2 **Consistent brand experience:** Maintaining brand consistency post purchase is crucial for trust. OpenText Digital Asset Management's version and access control supports brand guidelines by ensuring all customer communications, from support emails to loyalty content, use approved logos and messaging, strengthening brand identity.
- 3 **Personalized customer engagement:** Tailoring the post-purchase experience enhances satisfaction. OpenText Digital Asset Management's flexible metadata enables targeted content delivery and personalized communications, like onboarding videos or upgrade suggestions, based on customer behavior and product ownership.
- 4 **User-generated content management:** OpenText Digital Asset Management stores and organizes customer testimonials, reviews, photos, and videos. This valuable user-generated content can be easily leveraged for future marketing efforts, building brand value and fostering a stronger customer community.
- 5 **Data, analytics, and optimization:** Controlled publication through OpenText Digital Asset Management delivers insights into asset usage, such as frequently downloaded manuals or watched videos. This data informs content strategy, highlights customer pain points, and drives continuous improvement of the post-purchase experience.
- 6 **Managing returns and warranties:** OpenText Digital Asset Management centralizes return policies, repair documentation, and warranty information. This streamlines processes for customers, making returns and repairs smoother and ensuring transparent access to important details.

**"OpenText [Digital Asset Management] is not just a digital asset manager for marketers, it's a digital asset manager that you can utilize for the entire enterprise."**

**Bill Garmen**  
Senior Technical Strategist  
of Creative Productions,  
Salt River Project

## Resources

[Learn more about customer success after purchase ›](#)