

OpenText Aviator

Use case scenarios: Marketing



Explore marketing scenarios



Create simplified messages

I'm an insurance pro turning jargon into plain talk. With AI by my side, I craft messages that are crystal clear, quick to write, and easy for customers to act on—no confusion, just better customer conversations.

Let's go



Personalized follow-ups

I'm an insurance pro sending messages that hit the mark every time. With AI helping me craft polished, personalized follow-ups in a flash, I stay productive, sound sharp, and keep customers feeling seen (not spammed).

Let's go

Marketing operations made simple



Why it's hard today

- Manual content personalization delays Communication execution.
- Low visibility into campaign/message performance across channels.
- Disconnected martech tools creating data silos.
- Inconsistent brand messaging across regions and teams.
- Time-consuming content creation and review processes.



Powered by OpenText:

- OpenText™ Experience Aviator™



Wins for everyone

- **Customers:** Get faster responses and personalized experiences, building trust.
- **Marketing team:** Deliver smarter customer engagements that exceed performance expectations.

The big payoffs

► Faster operations

Automate personalized content creation quickly—enable timely and responsive execution always.

► Happier customers at scale

Deliver consistent, relevant, engaging messages with personalized content tailored to your audiences.

► Smarter and efficient operations

Free teams to focus on strategy, not admin—cutting content creation costs and timelines.

Let's get started...

Customer journey management

Deliver consistent, personalized communications across all journey stages.

Execution and personalization

Scale customized messages based on audience segments.

Asset management

Centralize content assets, use AI to reuse or recommend for brand consistency.

Email marketing and comms

Optimize subject lines and tailor content variations to boost open and conversion rates.

Compliance and brand governance

Apply rules-based guidance and automated review for regulated or sensitive communications.

Make every message easy to read and ready to send

I'm an insurance pro using AI to rewrite and simplify messages.

1 Check the readability

The agent opens a quote template and selects a message to test.

Action: OpenText Aviator analyzes the message and flags poor readability.

Impact: Catch clunky, confusing content before it goes out the door.

4 Test it again

The agent checks the readability score of the revised version.

Action: Aviator confirms the new version meets clarity goals.

Impact: Feel confident knowing your message hits the mark.

2 Simplify the message

Sample prompt: "Rewrite the message at a 5th-grade reading level."

Action: Aviator generates a clearer, simpler version of the same content.

Impact: Say more with less—make it easier for every customer to understand.

5 Send with confidence

Action: Aviator helps finalize and format the message.

Impact: Messages so clear, your inbox stays quiet.

3 Pick your best version

The agent wants something friendlier and asks for more tone options.

Action: Aviator offers alternate drafts in casual, friendly, or neutral tone.

Impact: Get polished options fast—no guessing, no writer's block.

6 Nail it every time

No grammar drama, no clarity chaos—just messages that make sense the first time.

[See it in action!](#)

Make every message easy to read and hard to misinterpret

Unlock the possibilities:

- **Reduce content creation and review cycles** by up to 50%.
- **Reduce support calls** caused by unclear text.
- **Boost response rates** up to 3x with clearer, friendlier customer messages.

Follow up faster with AI-crafted messages customers trust

I'm an insurance pro crafting clear, personalized follow-up messages.

1 Send the right message

Sample prompt: "Draft a message letting the customer know their new policy will be ready soon."

Impact: Hit send with confidence and consistent, compliant language.

2 Make it personal

Sample prompt: "Make this message sound more personal."

Impact: Say goodbye to robot-speak. Hello, human-friendly charm.

3 Include the key details

Sample prompt: "Add in the agent's name, contact info, and a reminder to reach out with any questions."

Impact: Seal it with a smile—add that personal touch they'll remember.

4 Optimize for mobile

Sample prompt: "Summarize this into a shorter version for mobile devices."

Impact: Scroll-friendly and snack-sized—perfect for phones and busy thumbs.

5 Boost readability and trust

From draft to delivery, AI ensures every message is clear and customer-ready.

Create crystal-clear, typo-free, and totally on-point messages

Unlock the possibilities:

- **Say goodbye to long backlogs** with faster response times.
- **Improve communication quality** with personalized emails that hit the mark.
- **Increase agent productivity** and get more done with less burnout.

[See it in action!](#)



 **Limitless**