Message to our customers

Welcome to the 2018 Annual Customer Experience Report.

Recently, I’ve been blogging about the notion of using technology and data for the good. Using data for the good helps the world’s best businesses develop talent, build great products, as well as improve quality, safety and efficiencies for their customers.

At OpenText, we use data for the good. In fact, our Voice of the Customer (VoC) program relies on data collected from our relationship and transactional surveys to get an “outside-in” view of our company and a deeper understanding of what customers expect and deserve.

Long ago, we recognized that to succeed in today’s customer driven and digitally connected world we must deliver an engaging customer experience. The data collected from our VoC program is critical to being able to achieve this. By using data for the good, we’ll create customer experiences that are personal, fast, easy, useful, and - most importantly - enjoyable.

I invite you to learn more about OpenText’s VoC program and what we are doing to further improve your customer experience by reviewing the 2018 Customer Experience Annual Report. Thank you for providing your feedback to make us who we are and driving our continued innovation to support your digital transformation.

Mark J. Barrenechea
Vice Chair, CEO & CTO
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“90% of the world’s Fortune 500 companies use OpenText Enterprise Information Management (EIM)”

We pride ourselves on many things here at OpenText: we are the undisputed leader in EIM, we are one of Canada’s top 100 employers and we work with the absolute best customers in the industry. It’s important that we take time to say “thank you.”

Technology is changing the world and we’re so proud of our customers and the amazing things that are being done with OpenText software. Together, we enable doctors to access crucial patient data, pharmaceutical companies to bring lifesaving drugs to market, and airlines to keep planes safely maintained and on time.

About OpenText

Our promise to our customers

OpenText strives to...

• Enrich the way people use information
• Foster innovation
• Be trusted in our relationships
• Be committed to excellence in all that we do
• Work with our stakeholders, demonstrating honesty and passion towards common goals
Voice of the Customer Program – We are always listening

What is your OpenText experience?

At OpenText, we are committed to providing great customer experiences. From the first interaction with an OpenText employee all the way to ticket resolution, we want to make sure that your experience with us is as positive and seamless as possible.

Our Customer Experience (CX) team evaluates every piece of feedback that we receive from our customers and implements action plans to help us exceed our customers’ expectations. Through surveys, focus groups, forums, social media and more, your interactions with OpenText allow us to better understand your business and technology needs and inspire us to continue innovating.

We want to know what you expect from us and the future of your OpenText products! Share your OpenText experience with us by reaching out to cx@opentext.com.

The power of a single customer experience

As a customer, you understand the importance of having a great customer experience. Whether you’re buying a car, booking a hotel or purchasing enterprise software, you want your experience to be as quick and easy as possible. At OpenText, we’re working to create a seamless experience for our customers—one that breeds loyalty and customer satisfaction.

The Customer Experience (CX) Team acts on valuable feedback received through our Voice of the Customer (VoC) Program. We listen to our customers in a number of ways, such as surveys, Product Advisory Council meetings, beta programs, online discussions and events. We then analyze the feedback to identify areas for improvement, and build action plans to keep everyone moving towards our shared goal of an exceptional customer experience.

Our Voice of the Customer Program is a systematic approach to collecting customer insights and incorporating them into business decisions.

The OpenText Relationship Survey is the cornerstone of our Voice of the Customer program. We use a common industry metric, known as NPS, to learn what our loyal customers love, and identify areas where we need to do better. By gaining an understanding of how our customers perceive their experience with us, we can determine their business and technology needs, and continually improve the OpenText Customer Experience. No survey goes unread.
Customer success story

Weight Watchers, a prominent health and fitness company, is using OpenText™ TeleForm™ to accelerate business decisions with automatic data capture and to drive personalized marketing campaigns based on data insight.

Before the integration of TeleForm into the WW Group’s systems, employees would manually review and process hundreds of member signup sheets, financial information forms and other sensitive documents from various Weight Watchers meetings. This laborious process, which included snail mail delivery of these documents to headquarters from locations across the country, could take up to several weeks to complete and were subject to problematic errors during data entry. The delays would prevent members from beginning their programs and made it difficult for executives to make informed and timely business decisions.

The health and wellness organization discovered the OpenText Intelligent Forms Automation with TeleForm™ solution, a paper digital on-ramp for document and electronic forms-driven processes. For close to 600 employees running the meetings and submitting weekly reports, the transition to TeleForm was a welcome change. Leveraging Fujitsu scanners to scan incoming documents, TeleForm was integrated to automatically capture, classify, index and extract information from paper and electronic documents. The previous paper-based forms used at meetings were converted to electronic forms that took no time to fill out. The verification process at headquarters that originally could take up to 2 minutes per form to complete could now be completed in 30 seconds or less. With the considerable difference in efficiency, the WW Group could redeploy employees to other business-critical tasks. In addition, the group could glean insights from member data to develop personalized marketing campaigns, which has proven extremely effective in driving members’ successes and increasing revenue.

Using Teleform, the WW Group now can rapidly respond to the needs of its franchisees and their customers with accurate reporting and timely productivity.
What customers are saying...

“Whatever pain point we had within the organization, OpenText seemed to have a solution that allowed us to not only manage our information but extend it to our other business applications where we could add value to the organization.

Vince Boccieri, ECM Program Manager, Salt River Project

“The OpenText technologies have assisted us greatly in achieving our goal to make the client’s onboarding process seamless and effective from a digital point of view.”

Gerrard Lennox, Manager, Software Engineering, Capitec Bank

“Since using OpenText, we are saving time and money to release new proposals and our processes are more efficient. It has been such a good experience that we are planning to roll it out to our partner community.”

Thomas Prommer, Vice President of Technology, Huge, Inc
Customer focused culture

Every employee plays a part in building a better OpenText Customer Experience. By empowering our employees to keep our customers at the center of everything we do, and by establishing a positive culture of active listening, teamwork and innovation, we can reach our goal of becoming the most trusted partner in the lives of our customers.

We believe a great customer experience is built on the foundation of the experiences had by our employees—both work-related and personal. That’s why, at OpenText, we recognize the accomplishments of employees in everything they do.

Our employees bring diverse and unique skills, interests, and passions to the table every day, and it’s these differences that help make our company a success.

We believe that’s worth celebrating!
Ace Awards

OpenText is proud to be named a Confirmit ACE Award winner

“We’re proud to be a recipient of a 2018 Confirmit ACE Award, as it reflects our dedication to the customer experience and our customer-first culture,” said Cori Knorr, VP, Customer Experience, OpenText. “Our Voice of the Customer program has been a key driver in delivering value to our organization from top to bottom, and this recognition from Confirmit will further fuel our efforts in customer experience excellence.”

“We’re delighted to honor OpenText as a 2018 Confirmit ACE Award winner for their proven innovation and excellence in their Voice of the Customer Program,” said Ken Østreng, President and CEO of Confirmit. “The customer experience is a critical component of the business, and OpenText continues to show their commitment to listening to their customers to better understand their needs, drive business change and deliver an exceptional experience.”

2018 award categories: Voice of the Customer
B2B

2017 award categories: Voice of the Customer
Contact Center

2016 award category: Voice of the Customer
Community commitment

Connecting people, creating communities

At OpenText, we are committed to our role as a responsible corporate citizen. In keeping with this promise, OpenText has developed a program to help ensure we direct our resources where the most impact will be made. As a global leader in our industry, we have a great responsibility to give back to our communities around the world and to focus our attention, whether it be through monetary support or voluntary commitment, toward efforts which better our communities.

Our corporate giving program focuses on:

Education and innovation for global change: OpenText is committed to supporting organizations which foster education and innovation in order to help cultivate the leaders of tomorrow, and create a foundation in our communities to enable education and innovation programs.

Children and family: OpenText supports local organizations that provide a safe haven and nurturing environment to family and children. OpenText will also continue to give to Cancer Research and other catastrophic illnesses.

Disaster relief: From time to time, the world will be impacted by a devastating event which will call us to take action quickly in order to save lives and lessen the damaging effects for people affected by a local or global disaster.

Here are some other charities we support around the world:

- Leukemia & Lymphoma Society
- Habitat for Humanity
- Food Bank
- Humane Society
- Pieta House
- Blood Services
- Women’s Crisis Services
- Earth Day
- And many more...
Loyalty is rewarded with loyalty

The OpenText Elite program recognizes customers and partners who participate in program activities that help us tell the OpenText story. Customers who offer their time and support by participating in activities such as press releases, success stories, or speaking to prospective customers or analysts about their success with OpenText software. Partners are rewarded by successfully completing defined activities during a given time period as part of their Global Partner Program requirements. OpenText Elite gives back to our customer and partner communities in the form of Elite Points, a token of appreciation for their continued support. Redeem Elite Points towards passes to attend the annual Enterprise World user conference, professional or learning services.

What is OpenText Elite™?

Here are more reasons to join:

• Participate in the Elite Awards hosted at the OpenText Enterprise World annual user conference to celebrate your digital innovations
• Get recognized as an EIM advocate by sharing how your OpenText solutions have transformed your organization
• Raise your profile as a leader within your organization and industry
• Network with like-minded peers in exclusive Elite-only activities to share your successes and best practices
• Help us help you: influence product roadmap to create solutions that allow you to work better

When you tell your story, OpenText wants to share it with the world! OpenText is committed to continuously rewarding you, our customers and partners, for your value, loyalty, and investment. For more information, visit www.opentext.com/elite
Contact

We value your feedback.
Let us know how we are doing at any time!

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