opentext™

Application overview

OpenText Exstream for Utilities

Provide a better customer experience through unified, personalized customer communications

- **Improve customer experience**, resulting in higher net promoter scores
- **More easily meet regulatory compliance requirements**
- **Reduce expensive contact center inquiries** with easier to understand monthly bills
- **Accelerate time to market** for new products and services

Most utility companies struggle with a complex, aging IT infrastructure that is being pushed to do more than it was designed to do. Homegrown applications and legacy software that no one knows how to manage add to the challenges. But, to stay competitive and control costs, utility providers must be able to send monthly statements in the customer-preferred digital or print channel, as well as quickly notify customers about possible storm impacts, power outages and service restoration times.

Modernizing those systems and technologies is simple with OpenText™ Exstream™. This market-leading customer engagement management software enables organizations to create better customer experiences through timely, highly personalized and accurate communications for online and offline channels. Exstream offers flexible implementation options, including on-premises, hybrid and cloud. Users can leverage existing templates, archived content and customer data from core systems to create highly-individualized, engaging customer communications across online and offline touchpoints.

Exstream easily integrates with existing IT systems, including SAP, through OpenText™ Document Presentment for SAP® Solutions, which is based on a specially modified version of Exstream which seamlessly integrates with SAP IS-U and other SAP environments.

opentext™

5 of the top 10 Fortune 500 energy companies use Exstream

Exstream extends organizational capabilities to include business user-driven content creation and modification, a premier batch engine and the ability to ingest data in any format, greatly reducing document processing time.

The No. 1 customer communications management solution in market share and enterprise deployments, Exstream is part of the OpenText™ Experience Suite Platform, which includes solutions for digital asset management and web content management. The Experience Suite Platform enables organizations to improve customer loyalty and create connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

Improve customer experience

Using Exstream, utility companies can reach customers how, where and when they prefer, significantly improving net promoter and customer satisfaction ratings. They can deliver digital communications, not only for monthly statements but for communications, such as outage notifications, energy usage updates and expected time to restore service, delivered in the customer's preferred channel, including email or SMS.

Customer communications are critical throughout the customer lifecycle and each one is an opportunity to reinforce or broaden the client relationship. One way to achieve this is to treat every customer as a known individual, online or offline. Exstream leverages existing customer data from multiple sources and delivers to digital and print channels to ensure messages and offers are personalized and relevant to each individual's profile and customer history. Statements are visually appealing and simplify complex information with features, such as data-driven charts and graphs, to display energy usage over time or compared to previous year. This helps consumers better manage their energy consumption and costs because they are able to clearly understand statements and bills.

More easily meet regulatory compliance requirements

Utility companies can also easily manage variable content to guarantee they are complying with changing government regulations and privacy legislation. The compliance support capability verifies that appropriate content is automatically included in customer documents based on effective dates and jurisdictions. Users can also generate all communications in the customer's primary language to improve customer satisfaction and ensure compliance with varying state regulations regarding languages.

Reduce operational costs and expensive contact center inquiries

Clearer, simplified communications that include explanatory messages about any changes on the utility bill reduce expensive call center inquiries and call times. Users can design and deliver easy-to-understand, effective documents that use flow charts, diagrams and images to clearly show energy usage, energy trends and the amount to pay, reducing the customer's need to call the contact center. Organizations also save costs in document development and production, reduced paper and postage costs and faster processing time.

Accelerate time to market for new products and services

With Exstream, organizations can react to customer requests and get key messages to consumers quickly. Users can easily add information about new programs, such as a voluntary, advanced meter program, demand conservation or load balancing initiative to the "white space" in customer bills. Exstream provides direct, hands-on capabilities for creating and launching rapid-response marketing campaigns and ongoing promotions. Users can link campaigns to auto¬matically send follow-up messages based on previous response, lack of response, effective dates or a prioritization override and they can track all campaign activity with Exstream's built-in knowledgebase, which integrates with customer databases.

opentext™

Services

OpenText Consulting Services
OpenText Managed Services
OpenText Learning Services

Consulting services include:

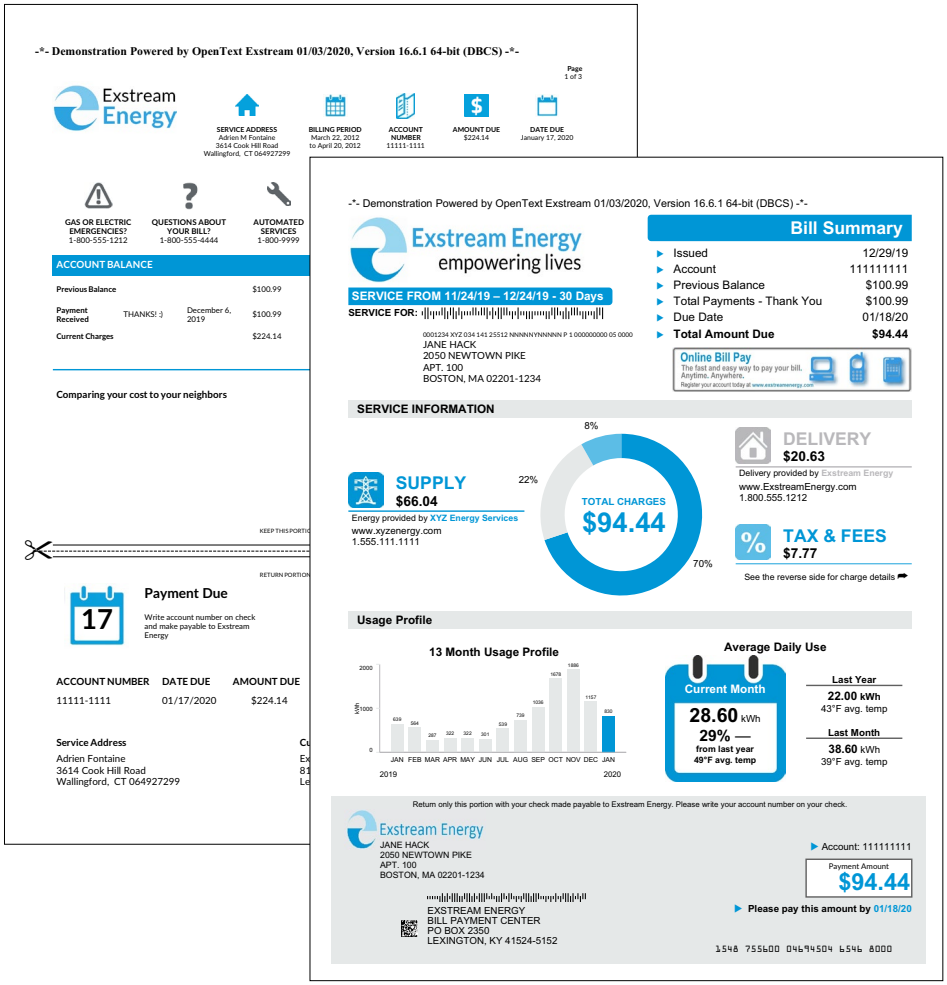
- Professional Services
- Experience Advisory services
- Implementation services
- On-premises, cloud and hybrid managed services
- User adoption services
- Training (classroom, virtual, certification)
- Success packages
- Integration services
- Modernization

Keep up to date

Learn more

Exstream makes it easy to implement bill design best practices for easy-to-understand monthly statements. Users can:

- Use full color with additional visual cues to emphasize important information, such as amount and due date.
- Include graphs and charts, using a donut or circle graph to break down charges and distinct colors for the most recent months.
- Emphasize what most customers care about, such as "How much do I have to pay?" in a larger font/bolder color.
- Use a two-column layout for less wasted white space.
- Replace outdated OMR barcodes with a 2D data matrix for print room operations and to facilitate customers scanning at kiosks for bill payments.
- Place urgent messages on the first page, additional messages based on customers' account type and condition and additional messages at the end of a bill.



Example of a utility statement created with Exstream

opentext.com/contact Twitter | LinkedIn

Copyright © 2020 Open Text. All Rights Reserved. Trademarks owned by Open Text.
For more information, visit: https://www.opentext.com/about/copyright-information • (01/2020)14177EN