



opentext™

**Building resilient customer
relationships with Extended ECM**

Resilience is the capacity to recover quickly from challenges

The nature of work has changed forever. Success in this new landscape means rethinking operations and adjusting to shifts in work habits and business models.

Rapid access to information and the ability to analyze, manage, distribute and use it is the difference between forward momentum and stagnation both in times of normalcy and in crisis.

Resilient sales and service teams will not only adapt, they will capture the opportunity to build stronger customer relationships



Customer relationships

59% of global consumers surveyed felt companies had lost touch with the human element of customer experience.

- PWC

Protecting and nurturing customer relationships is difficult in times of disruption, but first class customer experience can build loyalty and increase lifetime value if you:

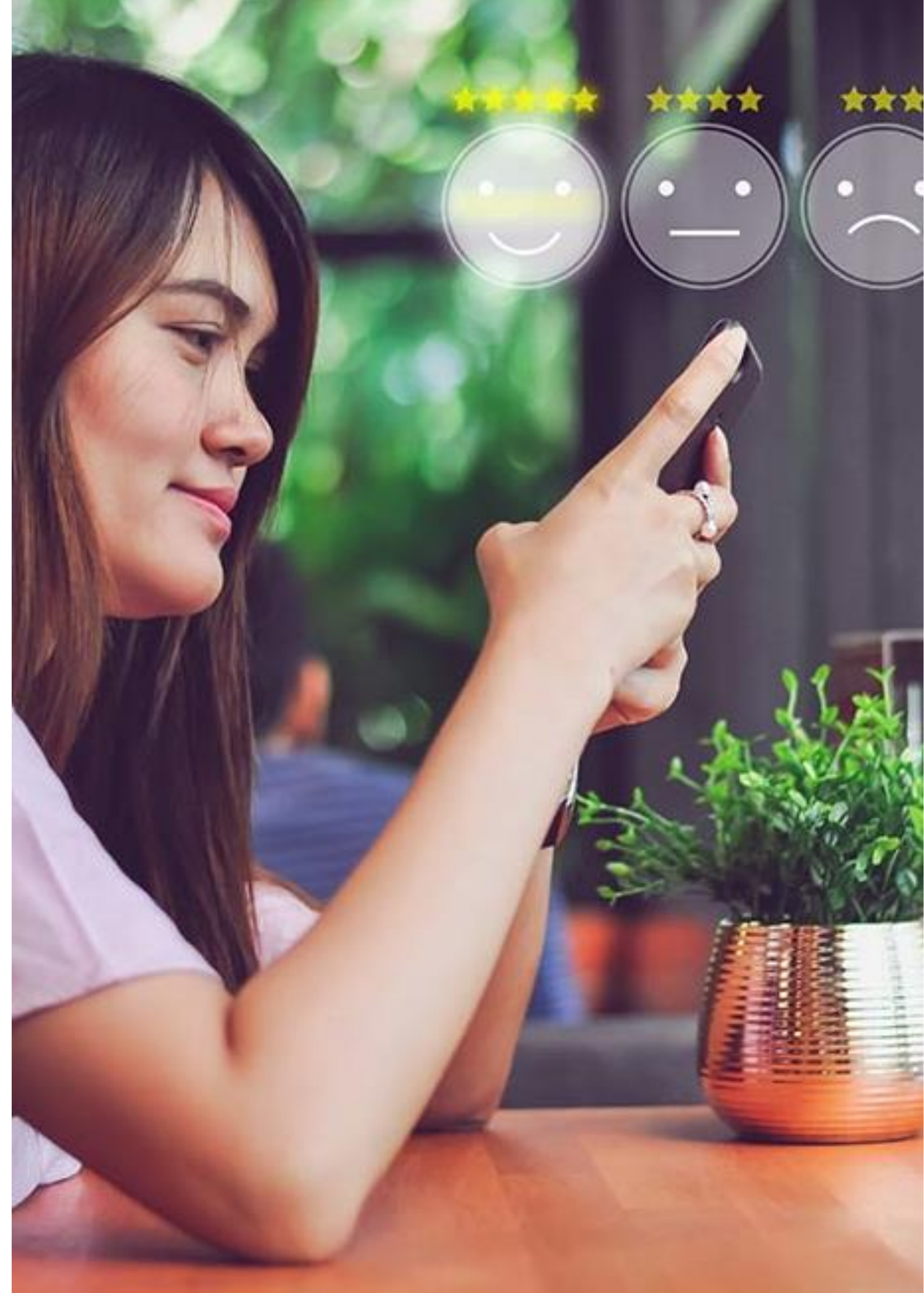
- Keep the lines of communication open
- Demonstrate empathy and authenticity
- Empower your staff to be responsive and proactive
- Provide value and partner for the future



Enabling responsive, results focused service

Access to information is the foundation for excellent customer service. With Extended ECM integrations to Salesforce, Office 365, SAP and other ERP systems, sales and service professionals have an aggregate view of relevant information across all customer touch-points.

With added insight and improved process efficiency, front-line reps are equipped to deliver exemplary service, increase satisfaction and spot opportunities to expand the lifetime value of the customer.

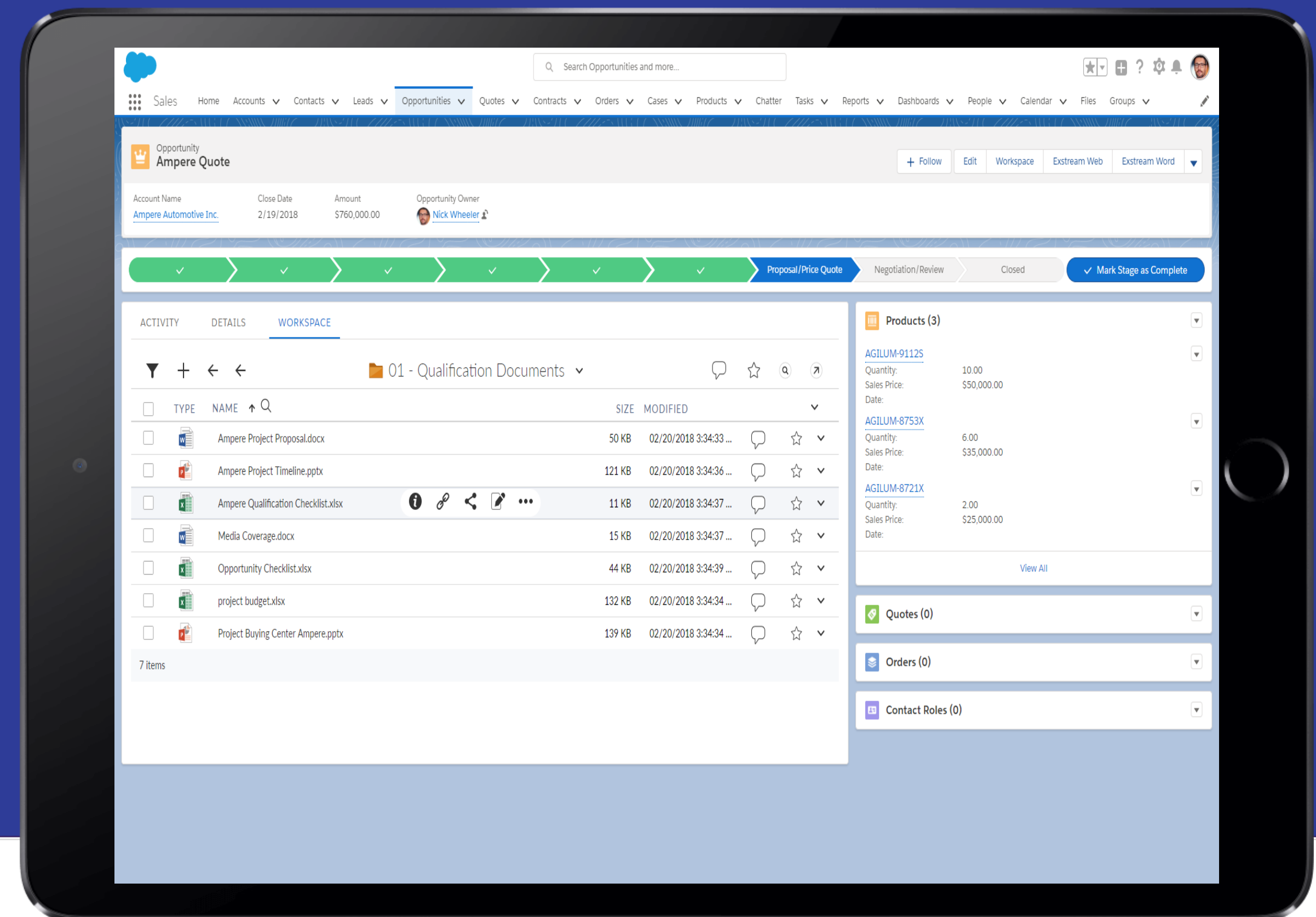


OpenText Extended ECM for Salesforce

Put content into context for customer-engagement

- Gain insight to spot new opportunities
 - Provide efficient access to relevant content directly inside the CRM interface
- Deliver exceptional service to increase customer satisfaction
 - Access the information needed to respond rapidly, effectively and create a competitive edge
- Improve productivity and fuel collaboration
 - Share customer related information seamlessly across departments with integrations to enterprise applications such as Salesforce, SAP and Microsoft Office 365

“Extended ECM for Salesforce provides the missing link in our company’s journey to operational excellence and increased customer satisfaction.”



Industry

- Manufacturing & Automation

Solutions

- OpenText™ Extended ECM for Salesforce®
- OpenText™ Extended ECM for SAP Solutions

Results

- **SAP and Salesforce** users now access a unified customer dossier that feeds from the CRM and the ERP systems
- Account managers **have transparency and quick insight** into the customer record and can seize a new upsell opportunity based on amount of active service notifications.
- Extends previous digital **contract management solution** based on OpenText Extended ECM for SAP Solutions

Consolidate document silos using Extended ECM for Salesforce and SAP, streamlining business processes

Requestors and buyers can easily access any procurement related content like correspondence, product collaterals, or specifications.



“We are using OpenText to consolidate and streamline information flows inside the company and beyond. The connectivity of Extended ECM to our strategic applications from SAP and Salesforce helps to improve efficiencies, gain insight and serve our customers better.”

EIM Project Lead



Benefits of adopting OpenText Extended ECM to support resilient customer relationships

Reduce cost of sales

Reduce fixed costs

Accelerate cross departmental processes

Increase market share

Increase average sales price

Increase quality and revenue

Want to learn more about how OpenText Extended ECM can help build resilient customer relationships?

Watch this [video](#), visit our [website](#) or read this [blog](#)

Interested in the approach other OpenText customers have adopted with great success?

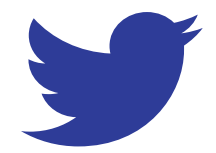
Contact sales@opentext.com to arrange a demo

The collage features three main elements:

- Top:** A diagram illustrating the OpenText Extended ECM ecosystem. It shows a central 'opentext | Extended ECM' box connected to various icons representing different data types and processes: a shopping cart, a truck, a laptop, a smartphone, a document (DOC), a video camera, a presentation (PPT), and a line graph.
- Middle:** A screenshot of the Salesforce interface. The top navigation bar includes links for Sales, Home, Accounts, Contacts, Leads, Opportunities, Quotes, Contracts, Orders, Cases, Products, Chatter, Tasks, and More. The main content area displays the 'Account Global Trade AG' with details such as Type (Customer - Direct), Phone (+49.69.5325452), Website (www.globaltrade.com), Account Owner (Bob Davis), Account Site (Frankfurt am Main), and Industry (Entertainment). Below this, the 'WORKSPACE' tab is active, showing a list of documents (Microsoft Word, Adobe PDF, Microsoft Excel) and a table of activities (01 - Account Management, 02 - Meetings, 03 - Correspondence). The 'ACTIVITY' sidebar on the right shows an 'Activity Timeline' with tasks like 'Call' and 'Send Quote' scheduled for April 21, 2016.
- Bottom:** A screenshot of an OpenText blog post titled 'The resilient sales organization' by Lee Van Cromvoirt. The post discusses finding new ways to optimize processes and connect with customers in a post-pandemic world. The blog header includes the OpenText logo and navigation links for Technologies, Products, Industries, News & Events, and CEO Blog.

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Thank you



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