

# Connecting experiences to drive engagement

Create and deliver compelling, personalized experiences with OpenText™ Experience that improve customer lifetime value along every step of the interaction journey



Gartner predicts that in 2018, more than 50% of organizations will redirect their investments to customer experience innovations.<sup>1</sup>



67% of customers cite bad experiences as a reason for churn.<sup>2</sup>



92.6% of shoppers say visuals are the most influential factor affecting purchasing decisions.<sup>3</sup>

**With the rapid pace of artificial intelligence and emerging technologies, it is not enough to offer the best products or services, organizations must stand out with a digital experience that accompanies traditional processes and transactions. After all, the customer relationship is no longer defined by the line of business or IT; it's customer driven. Customers are smarter in their buying habits and employees, partners and suppliers demand the same simplicity and accessibility in the organization as in the consumer space.**

Delivering great digital experiences begins with market awareness and continues through every interaction, across sales and customer service and into long-term loyalty programs. On every step of the journey, the consumer or business partner has an opportunity to experience customer satisfaction and employees can strengthen the customer relationship and maximize the customer's lifetime value. OpenText Experience empowers organizations to leverage the value of intelligent and connected experiences across the enterprise.

Stats Source:

1.Sorofman Jake. Gartner, Gartner Survey Confirms Customer Experience is the New Battlefield (2014) <https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/>

2.Esteban Kolsky, Customer Experience for Executives (2015) <https://www.slideshare.net/ekolsky/cx-for-executives>

3.Invodo, Video Statistics: The Marketer's Summary 2016 <http://www.webvideomarketing.org/pdf/Video-Statistics-The-Marketers-Summary-2016-invodo.pdf>

***“Digital experiences must integrate with ecosystems that support the customer lifecycle.”***

Digital Experience Landscape  
Forrester Research Inc.

## Transform the customer experience through digital

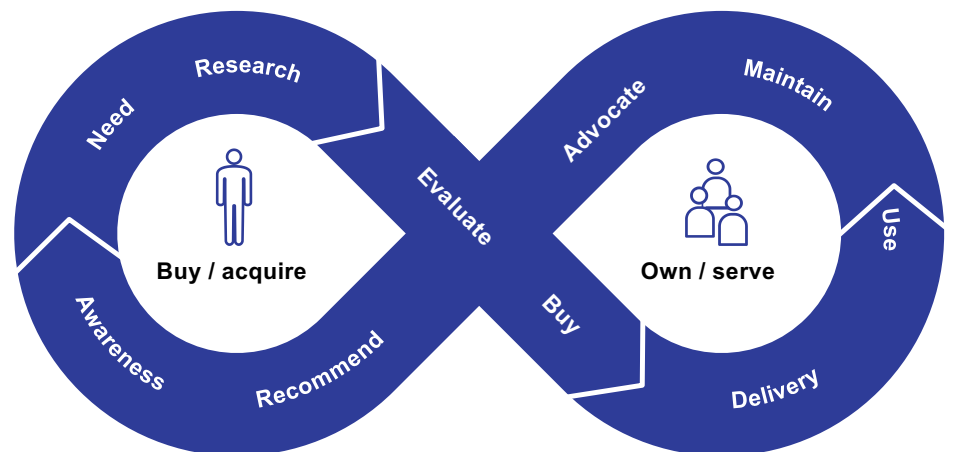
Digital experiences can include billing statements, electronic invoices, online commerce, videos, blogs, mobile apps, supplier onboarding, corporate communications and customer self-service. In every case, shifting focus to customer-centric experiences means targeting content and applications based on customer preference, channels or devices and governance controls, among other factors. Even customers who engage anonymously via video playback reveal some data. Organizations can gain insight from this data to improve customer experience and personalize future interactions.

## Maximize lifetime value through continuous journeys

Digitally-savvy customers and partners increasingly prefer to research products, make purchases, track orders and manage their accounts or subscriptions online. This means bringing the same quality of digital experience from public marketing sites to a secure, self-service portal to foster long-term engagement and loyalty. A continuous digital experience offers users a personalized, content-rich experience in a secure environment they trust. The return on this investment includes increased revenue, better departmental coordination, cost savings, faster invoice payments and fewer customer service calls. Maximizing customer lifetime value begins with investing in the continuous digital experience.

## Embrace an omnichannel strategy

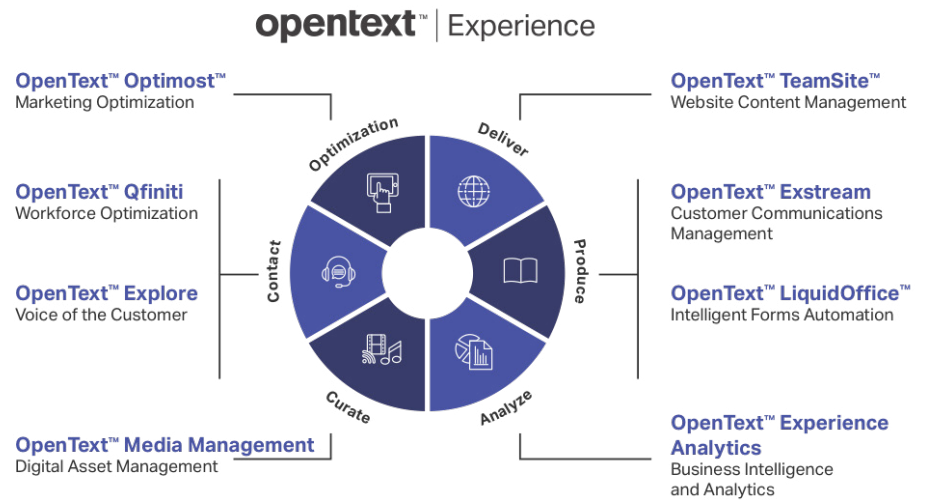
Many organizations are adopting a digital experience framework and implementing components of a customer experience management solution for web, mobile, forms, phone or communications-based product sets. Embracing a true omni-channel strategy means taking digital relationships to the next level through rich and interactive experiences that comply with information governance requirements. This requires an easy-to-use platform of interlocking capabilities that work seamlessly together. OpenText Experience designs a high-touch, universal, consistent experience that is relevant to the individual, delivering content when, where and how customers request it. When deployed in a cloud environment, OpenText Experience accelerates time to market and drives innovation.



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OpenText Experience is the platform of choice for delivering continuous customer engagement. Its market-leading capabilities address critical digital transformation initiatives within the customer experience realm. The Experience platform is comprised of leading applications in Customer Communications Management, Digital Asset Management, marketing optimization, Voice of the Customer, Web Content Management, Workforce Optimization and Intelligent Forms Automation, along with architecture to integrate into the larger OpenText Enterprise Information Management (EIM) ecosystem of technologies.



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](http://opentext.com).

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