

OpenText™ Experience

Deliver intelligent and connected experiences that are secure, consistent and compelling across multiple devices and channels at every step of the customer journey



Delivers 20 petabytes of media in a single system



Accommodates **60,000** agents on one platform



Enables **production of 1M+** communications a month



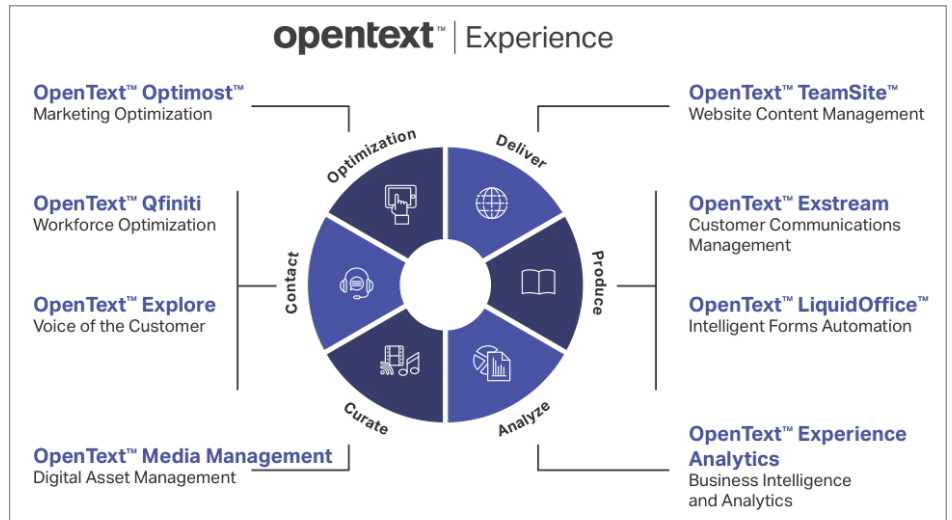
Saves \$1 million in paper and postage a year

Customers do not interact with organizations through a single department, so why would a single source of data give a complete picture of the customer? To develop and implement an omnichannel customer experience strategy, companies need to gather insights from multiple data points and connect those experiences together, including:

- Traditional touch points: Print, receipts, invoices
- Digital touch points: Social networks, email and websites
- Interactive touch points: Call centers, loyalty programs and mobile applications

OpenText Experience is a modern platform for creating, curating and managing media, web, communications and voice of the customer interactions for all touch points along the customer journey. Solutions can be rapidly built on the OpenText Experience platform to address the entire customer lifecycle including digital marketing, customer self-service, business communications and loyalty initiatives.

OpenText Experience is comprised of applications from each of the following market categories:



Customer Communications Management

OpenText™ Exstream™ helps improve the customer experience with relevant, meaningful communications delivered through the customer’s preferred channel, including web, email, print and SMS. Exstream provides fully customized, high-volume statements and bills, self-service web applications for enrollment and account sign-up, on-demand marketing and personalized correspondence and proposals produced interactively by customer-facing employees. From one-to-one contact to the high-volume production of documents, it helps simplify and automate document-related business processes to improve business performance and efficiency.

Benefits

- Personalizes touch points for one-on-one contact in high volume, mass produced documents
- Simplifies and automates document handling
- Improves communication adoption rates with interactive correspondence



opentext™ | Experience

Connecting experiences to drive engagement



Digital Asset Management

OpenText™ Media Management helps create, curate, manage and distribute digital media for the entire enterprise. It also consolidates multiple media repositories for greater control, collaboration and visibility of valuable media and brand assets to better engage audiences and customers across multiple channels and devices. Media Management provisions and manages media content for key information flows such as creative production, digital marketing and digital media supply chain, including marketing campaigns, web, mobile, commerce, product catalogs and video channels.

Benefits

- Provides customizable, browser-based media portal
- Allows any number of “consumer users” to read, search, view, browse and download images, video or rich media
- Delivers embedded file acceleration to transfer large files faster

Intelligent Forms Automation

OpenText™ LiquidOffice™ enables organizations to capture and process information efficiently from people and integrated systems. Using forms to collect information electronically or on paper with OpenText™ Teleform™ and automating validation, processing, review and exchange, OpenText Intelligent Forms Automation ensures people-driven line of business workflows are effective, efficient and responsive.

Benefits

- Allows for migration from paper to digital forms at the organization's preferred pace
- Reduces labor costs involved in manual processing
- Minimizes GRC concerns with accurate forms data collection and exchange

Web Content Management

OpenText™ TeamSite™ is a modern, dynamic and flexible platform for digital experience management that enables users to easily take control of multichannel experiences and campaigns. It makes it easier to deliver outstanding digital experiences by simplifying the entire process of managing content across all marketing channels, including websites, mobile platforms, email, social, commerce and intranet or extranet sites. When combined with OpenText™ Optimost™, organizations can test, target and optimize their online presence to deliver more engaging and profitable websites, mobile experiences and digital campaigns.

Benefits

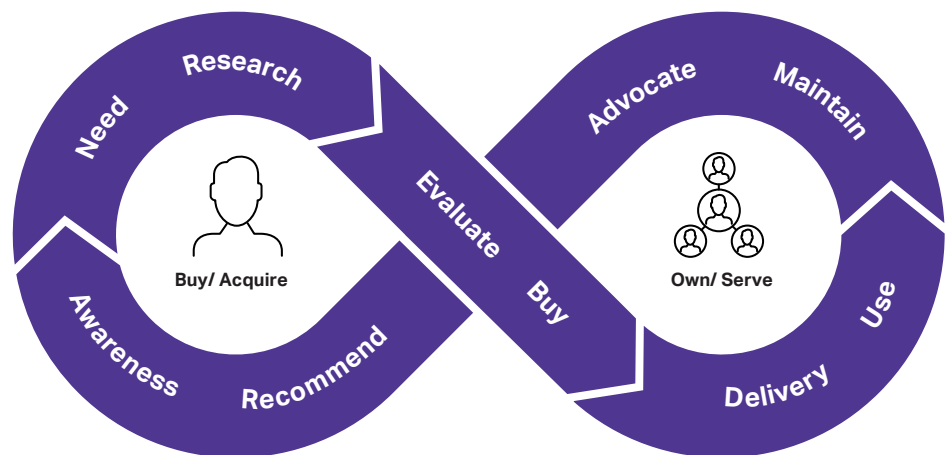
- Enables users to easily author content and build experiences
- Allows organizations to automatically deliver personalized information to customers' and prospects' preferred devices
- Provides multivariate testing and optimization to help discover and deliver the content that works best for every visitor

Workforce Optimization

OpenText™ Qfiniti is a highly-integrated product suite that improves contact center performance with intelligent Workforce Optimization. The solution is designed to optimize workforce management, quality monitoring, liability/compliance recording, coaching and eLearning, performance management and customer surveying. Combined with OpenText™ Explore, it provides advanced pattern-matching technology for contact center analysts and managers to extract key insights and indicators from call center voice and data inputs to improve planning and decision-making with intuitive visualizations and data exploration.

Benefits

- Provides highly-integrated workforce optimization
- Scales to power the world's largest contact centers
- Delivers insights from data across every customer touch point—and beyond surveys and focus groups—to include real-time call center recordings, web activities and social media chatter



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.

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