

OpenText™ Experience Suite Platform

Delivering the connected customer experience

In this Age of the Customer, it is not enough to have the best products or services; organizations must differentiate on the digital experience that accompanies traditional business processes and consumer transactions. After all, a product or service is only as valuable as the way in which its use is realized by the customers. Delivering great digital experiences begins with market awareness but continues through every interaction across sales and customer service into long-term loyalty programs. Every step along the continuous journey, the business partner or consumer has an opportunity to experience great customer satisfaction; employees are enabled to assist and maximize the customer's lifetime value across every interaction and relationship encounter. Experience Suite tackles the challenges of digital transformation to deliver a continuous, real, and effective digital customer lifecycle.

Digital is essential for transforming the customer experience

Digital experiences can take on many forms: billing statements, electronic invoices, and online commerce, digital assets of all types (videos, blogs, and mobile apps), supplier onboarding, corporate communications, customer self-service and much more. In every case however, the shift in focus to customer-centric experiences means targeting content and applications based on personal preferences, multiple channels or devices, and governance controls, among other factors. Even customers who engage "anonymously" via video playback have some data attached, to which organizations can gain insight to improve their experience and tailor future interactions with them accordingly.

SMART DIGITAL STRATEGIES INCREASE CUSTOMER LOYALTY

Enterprises seek to increase revenue by fostering customer loyalty and lifetime value. It is a fairly simple concept: create great experiences so people buy more, again and again. If a customer is highly engaged with the purchased product or service, this increases customer loyalty and satisfaction.

Embracing the shift to a customer-centric approach means providing a consistent digital experience across all channels—designing content and services delivered for each touch point that is aligned with customer needs and the business. User interaction is now an omnichannel experience (single message shared across different channels). Customers do not see individual devices or channels; they look for a consistent brand experience.

To develop an omnichannel experience strategy, companies must gather insights from multiple data points including:

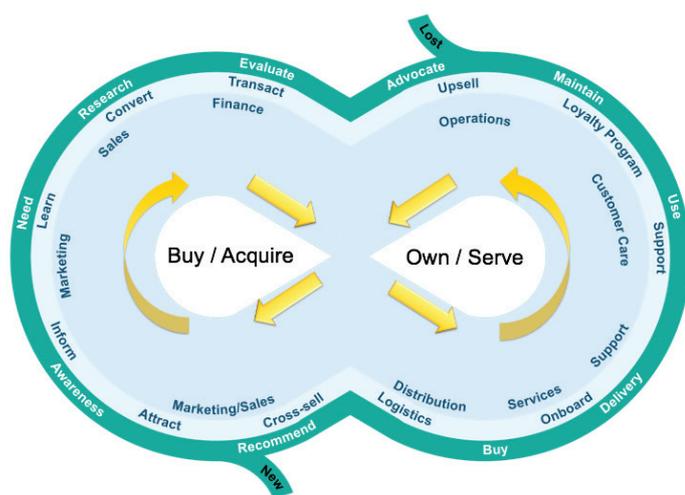
- **Traditional touch points:**
Print, receipts, invoices
- **Digital touch points:**
Social networks, email, and websites
- **Interactive touch points:**
Call centers, loyalty programs, and mobile applications

To provide existing customers and partners with the same experience benefits that marketers bring to consumers as they discover and explore brands—emotional connections, efficient task completion, and effective relationships—business leaders will look to invest in digital experience strategies that span into areas of sales, logistics, customer service or even finance and operations. To deliver great experiences in every phase of the lifecycle (purchase, service, and relationship), business leaders, in concert with their information technology teams, will need a robust and secure platform for content, transactions, marketing, and service relationships. Enterprises are investing strategically in digital experience platforms to build better experiences that drive lifetime value and retention.

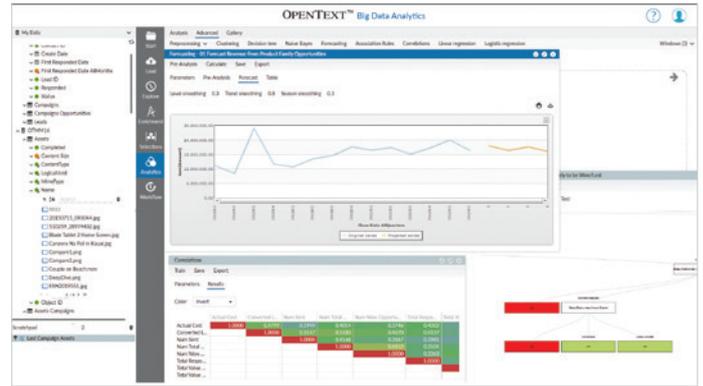
Continuous journeys help maximize lifetime value

Business-to-business (B2B) digitally-savvy customers and partners increasingly prefer to research products, make purchases, track orders, and manage their accounts or subscriptions online. To stay competitive, companies and their partners/suppliers need to reinvent themselves as fundamentally digital organizations. Part of this transformation is creating superior digital experiences to win, serve, and retain increasingly powerful customers. And given customers' preferences toward digital onboarding, transactions, and customer service, it is critical to incorporate secure, personalized, and fully integrated self-service capabilities into every digital interaction. This means bringing the same quality of experience from public marketing sites to the secure, self-service portal to foster long-term engagement and loyalty.

By investing in a continuous digital experience, customers and partners will get a personalized content-rich experience while working in a secure environment they trust. The benefits for revenue, retention, and lifetime loyalty will fund the initiative. But firms may also find unexpected benefits, such as better departmental coordination, cost savings, faster invoice payments, and fewer customer service calls. Maximizing customer lifetime value begins with investment in the continuous digital experience journey.



Continuous Customer Lifecycle



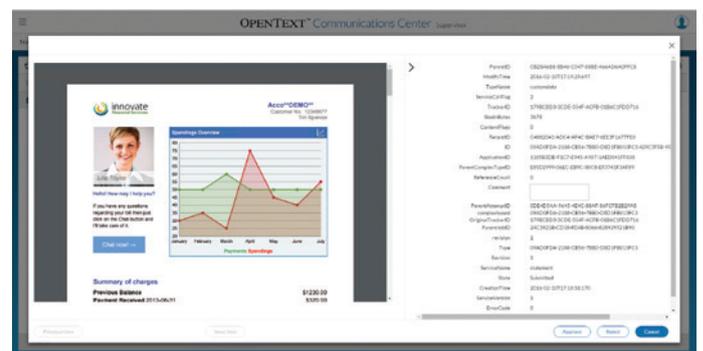
Experience Analytics—Predictive reports

Orchestrate exceptional digital experiences for better engagement and insight

Enterprises juggle multiple priorities, but top initiatives are often about increasing revenue by fostering customer loyalty and lifetime value. It is a fairly simple concept: create great experiences that get people to buy more, again and again. The more engaged and productive a consumer is with the purchased product or service, the more satisfied and loyal that customer will be.

Embracing the shift to a customer-centric approach means providing a consistent digital experience across all channels—designing content and services delivered for each specific touch point and aligned with customer needs and the business. User interaction has evolved from a single channel experience (single message for a single channel) to a multichannel experience (different message for each individual channel) to an omnichannel experience (single message shared across different channels). Customers don't see individual devices or channels; they look for a consistent and familiar brand experience. Leveraging analytics and predictive modeling can provide insight into customer preferences and provide a better experience at each future interaction.

Optimize digital operations for better productivity



OpenText™ Communications Center templates

Operational benefits come from focusing on Systems of Engagement (mobile, web, or video) that leverage your existing Systems of Record (ERP, CRM or SFA systems). IT will need to combine content and transactions drawn from existing systems to produce a comprehensive customer profile to deliver a secure, contextual

experience. Integration with your core systems is the key to this approach. Concepts such as responsive design free the content owner from worrying about how the end user will view the information—the creator can see the image, document or webpage in real time in multiple device renditions. Not only does the right view of the content make a compelling experience come alive; it is the right type of content and in its correct form. With the rise in video and rich media, content authors should choose the right form for the content: a video that captures an emotional story vs. a textual description on the website. The power is in adapting the content to fit an individual's form, tone, location or style without burden to the content creator.

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 a customer experience strategy that is omnichannel, companies need to gather insights from multiple data points 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

Encourage innovation in the Create to Publish process

“Create and curate, manage and monetize information across a Create to Consume process”

For the content owners, creating, managing, finding, and publishing digital assets to multiple devices and outputs can be difficult and inefficient. Streamlining and automating the content marketing process can empower marketing to get their products and services to market faster with brand consistency and at a lower cost.

Adopting and delivering a connected customer experience requires new thinking about the process of creating and publishing content to the multitude of devices and channels at each stage of the customer journey. Each corporate department—research and development, marketing, sales and support—often presents a different experience for the customer. The purpose of orchestration is to deliver the customer a consistent experience across different contextual interactions, no matter how they entered the conversation.

1. **Create** – Plan, create, and curate content from multiple sources, apply translations and archive for future reference
2. **Publish** – Set up processes to ensure that revisions and approvals are completed and adhere to governance requirements when targeting content for different channels
3. **Measure** – Capture customer experience metrics, review the results
4. **Adjust** – Adjust the content or its destination, device, or customer preference based on feedback
5. **Consume** – Encourage sharing and viewing of content in different forms in context of a particular experience (research, purchase, issue resolution, etc.)

Cloud is vital for future digital experiences

Many organizations are adopting a digital experience framework and implementing components of a customer experience management solution—web, mobile, social, media, or communications-based product set. Embracing a true omnichannel strategy requires business to take digital relationships to the next level, creating rich and interactive experiences that comply with information governance requirements. This necessitates a platform of interlocking capabilities that can be built to work seamlessly together and easy for the business or content author to use. Designing a high-touch, universal experience that is consistent and relevant to the individual, capturing them at the moment they want to engage, at their location and on their timeframe is the purpose of the OpenText Experience Suite. When deployed in a cloud environment, it means faster time to market and a focus on innovation.

Orchestration is achievable

The ownership of the customer relationship has switched from being defined by the line of business or IT to being customer-driven. The rise of the customer means they are smarter in their buying habits, which dovetails into employees, partners, and suppliers demanding the same ease of use and accessibility as in the consumer world. This rise of additional channels and devices places a burden on IT to sustain it, especially in business applications (onboarding, invoicing or commerce) that have traditionally been siloed or difficult to use. Experience Suite is designed to facilitate the digital relationship between an organization and its users by intelligently activating the right content for the user across a number of channels accessible in context of the stage in the customer journey.

Experience Suite serves as a single platform of choice for delivering continuous customer engagement. This market-leading set of capabilities addresses critical digital transformation initiatives within the realm of the customer experience. Experience Suite is comprised of leading applications from market categories in Customer Communications Management, Digital Asset Management, marketing optimization, Voice of the Customer, Web Content Management, and workforce optimization along with architecture to deeply integrate into the larger OpenText Enterprise Information Management (EIM) platform.

Experience Suite Platform is an integrated set of select Experience Suite applications that focuses on the features and business application integrations necessary to deliver a continuous customer journey.

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