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OpenText™ Experience Suite Platform

Deliver the connected customer experience

In this Age of the Customer, 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, customers determine the value of any product or service. Delivering great digital experiences begins with market awareness and continues through every interaction, across sales and customer service and into long-term loyalty programs. In every step of the journey, the consumer or business partner has an opportunity to experience customer satisfaction; and employees have the opportunity to strengthen the customer relationship and maximize the customer's lifetime value. OpenText Experience Suite Platform overcomes the challenges of digital transformation to deliver a continuous, connected and effective digital customer experience.

Transform the customer experience through digital

Digital experiences can take on many forms: billing statements, electronic invoices, online commerce, digital assets of all types (videos, blogs and mobile apps), supplier onboarding, corporate communications, customer self-service and more. 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.

The same experiences that marketers bring consumers—emotional connections, efficient task completion and effective relationships—can be created for existing customers and partners by digital experience strategies for sales, logistics, customer service or even finance and operations. To deliver great digital experiences throughout the lifecycle (purchase, service and relationship), business leaders, in concert with their IT teams, 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.

SMART DIGITAL STRATEGIES INCREASE CUSTOMER LOYALTY

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.

A customer-centric approach provides a consistent digital experience across all channels, offering content and services at each touchpoint that align with the customer and business needs. User interaction is now an omnichannel experience: Customers do not see individual devices or channels; they look for a consistent brand experience.
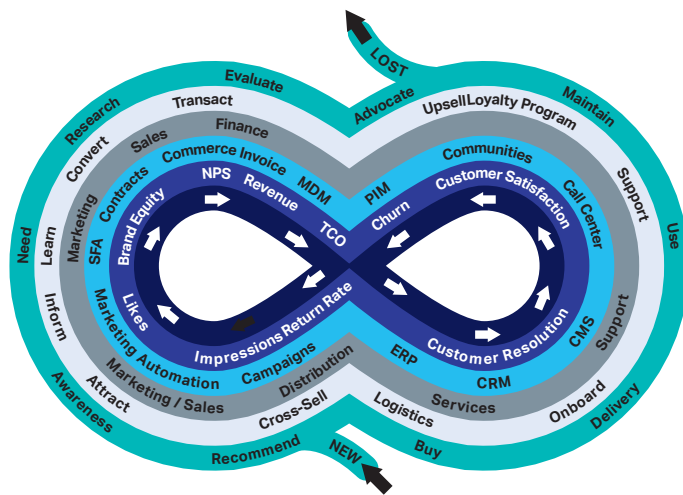
To develop an omnichannel experience strategy, companies must gather insights from multiple data points including:

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

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Maximize lifetime value through continuous journeys

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 digital organizations. Part of this transformation is creating superior digital experiences to win, serve and retain 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 digital experience from public marketing sites to the secure, self-service portal to foster long-term engagement and loyalty.

A continuous digital experience offers customers and partners a personalized content-rich experience in a secure environment they trust. It's an investment: The revenue, retention and lifetime loyalty benefits can fund the initiative. Organizations may also experience unexpected benefits, such as 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.

"Digital experiences must integrate with ecosystems that support the customer lifecycle."
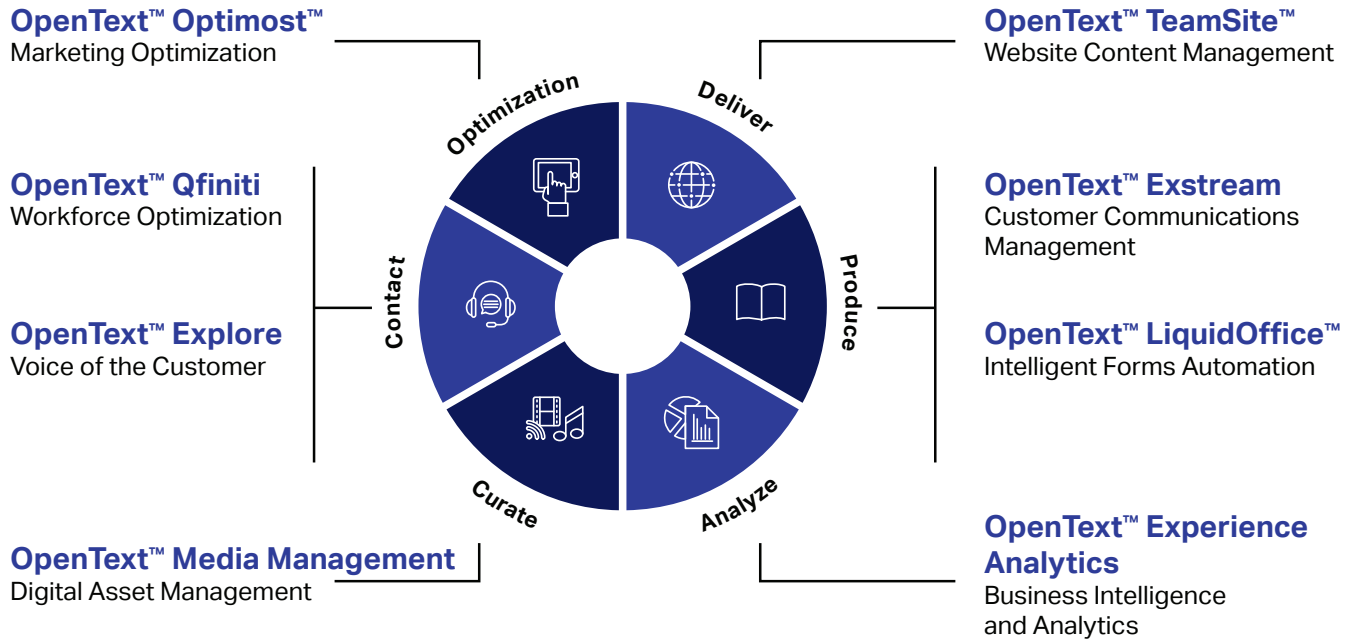
DIGITAL EXPERIENCE LANDSCAPE,
FORRESTER RESEARCH INC.

A customer-centric approach provides a consistent digital experience across all channels, offering content and services at each touchpoint that align with both the customer and business needs. User interaction has evolved from a single channel experience (single message for a single channel), to a multichannel experience (different message for each channel), to an omnichannel experience (single message shared across different channels). Customers don't think in terms of individual devices or channels; they look for a consistent and familiar brand experience. Leveraging analytics and predictive modeling can provide insight into customer preferences to enhance the customer experience at each future interaction.

Continuous customer lifecycle

Orchestrate exceptional digital experiences to increase engagement and insight

Organizations juggle multiple priorities, but the top initiative is often to increase revenue by fostering customer loyalty and lifetime value. It is a fairly simple concept: Create great experiences that motivate 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.

Optimize digital operations to improve productivity

Operational benefits come from focusing on Systems of Engagement (mobile, web or video) that leverage existing Systems of Record (ERP, CRM or SFA systems). By combining content and transactions drawn from existing systems to produce a comprehensive customer profile, organizations can deliver a secure, contextual experience. Integration with core systems is the key to this approach. Concepts such as responsive design improve productivity, freeing 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. The right content view in its correct form makes a compelling experience come alive. With the rise of video and rich media, content authors should choose the right form for the content, e.g., a video that captures an emotional story instead of 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.

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OpenText™ Optimost™
Marketing Optimization

OpenText™ Qfiniti
Workforce Optimization

OpenText™ Explore
Voice of the Customer

OpenText™ Media Management
Digital Asset Management

Optimization

Deliver

Contact

Produce

Curate

Analyze

OpenText™ TeamSite™
Website Content Management

OpenText™ Exstream
Customer Communications
Management

OpenText™ LiquidOffice™
Intelligent Forms Automation

**OpenText™ Experience
Analytics**
Business Intelligence
and Analytics

Experience Suite Platform is an integrated selection of Experience Suite applications with the features and integrations necessary to deliver a continuous customer journey. It provides exceptional, continuous, connected customer experiences to increase engagement, drive revenue and promote customer lifetime value.

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 including:

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

Encourage innovation in the process

Create and curate, manage and monetize information across a Create to Consume process. For 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 empowers marketing to get 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 multiple devices and channels at each stage of the customer journey. Each department—research and development, marketing, sales and support—often presents a different experience for the customer. The purpose of a connected customer journey is to deliver a consistent experience across different contextual interactions, no matter how customer enter the conversation.

Connecting the customer experience:

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: Modify 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.).

Embrace an omnichannel strategy

Many organizations are adopting a digital experience framework and implementing components of a customer experience management solution for web, mobile, social media or communications-based product sets. Embracing a true omnichannel 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 Suite Platform 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, Experience Suite Platform accelerates time to market and drives innovation.

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Achieve a connected customer experience

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 they do in the consumer space. The rise of additional channels and devices places a burden on IT, especially in business applications (onboarding, invoicing or commerce) that are traditionally siloed or difficult to use. Experience Suite Platform facilitates the digital relationship between an organization and its customers by intelligently activating the right user content, on the right channel and in the right stage of the customer journey.

Experience Suite Platform is the single platform of choice for delivering continuous customer engagement. Its market-leading capabilities address critical digital transformation initiatives within the customer experience realm. Experience Suite 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) platform.

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