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OpenText™ Exstream™ Empower Editor

Quickly and easily personalize one-on-one customer communications with a responsive, web-based editor

👍 **Easy-to-use, browser-based editor interface** requires no download or installation

💬 Enables customer-facing staff to **deliver personalized, meaningful communications**

☑ **Ensures legal and branding compliance** through controlled editing capabilities

Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives. Organizations need to be able to rapidly and easily follow up customer interactions with relevant, targeted, one-to-one communications. From front-office employees, sales representatives, agents and partners to the evolving and increasingly mobile workforce, organizations need control around ad hoc communications.

Keep up with your workforce

Many organizations follow up customer interactions with systems that allow for a high degree of personalization but very little compliance control, such as Microsoft® Word. Others opt for costly software applications, such as SAP®, Salesforce.com and Customer Relationship Management (CRM) business applications that ensure compliance but do not provide employees with the flexibility to respond to each customer's unique situation in a meaningful way.

Businesses need a solution that allows users inside and outside the business to personalize communications while maintaining consistent branding and the required legal and compliance language.

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Form lasting relationships

OpenText™ Exstream is a multichannel customer communication management (CCM) software solution that is proven to enhance the customer experience and make customer interactions more profitable. Designed for companies and organizations that thrive on strong customer relationships, Exstream empowers business users to make the most of every touch point. The solution allows users to create insightful, impactful, real-time customer communications that strengthen customer engagement and loyalty to fuel profitable business growth.
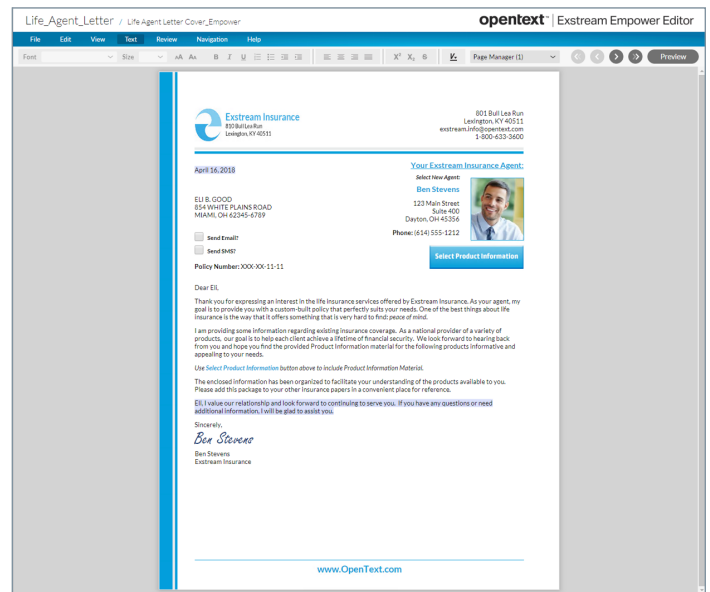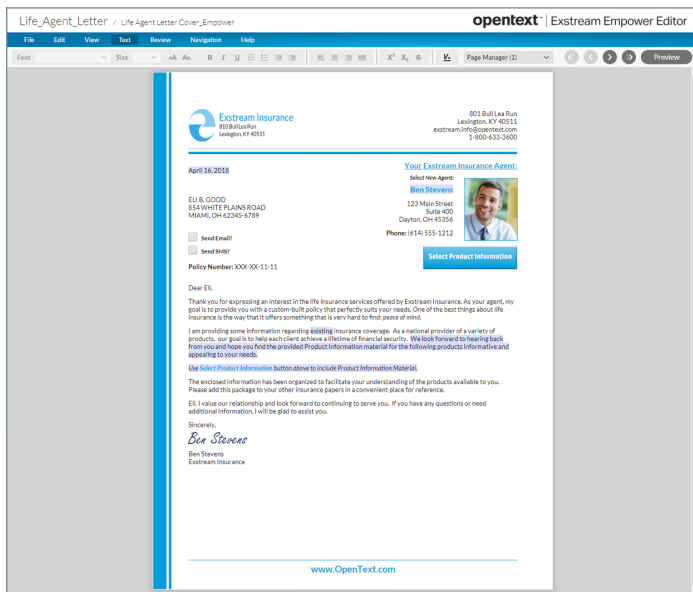
More about role-based editing:

Role based editing allows organizations to assign editable areas based on roles and functions. Depending upon the user, the document will only permit edits to the areas set for their permissions. For example, a customer service representative (CSR) and a CSR manager may open the same document, but as they are in different roles, different areas will show as editable.

OpenText Exstream Empower Editor features

Zero-install, web-based controlled editing	Allows users to quickly and easily personalize communications
Multiple channel views	Edit in various channel views for email/digital communications
Templates	Use a template and data file for ad hoc, one-to-many personalized communications
Role based editing	Allows the same document to show different editable areas based on a user's role
Improved productivity	Paste tables from MS Word and images from clipboard into editable areas
Easy Navigation	Move from required edit area to required edit area and ensure full revision tracking
Numerous UI and usability improvements	Including role-based editing permissions, and enhanced cut-copy/paste capabilities for editable areas in Empower documents of images, simple tables and hyperlinks from external sources, such as MS Word

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With Exstream Empower Editor, organizations enable users on the front lines of customer interactions to form strong relationships with customers and prospects, providing them with a pure, thin-client interface that is easy to use and ensures compliance for critical correspondence, including letters, notices, emails, proposals, quotes and invoices.

Using a standard web browser, without any additional download or installation, Exstream Empower Editor lets users personalize communications in a controlled environment. It responds to user input by automatically populating communications with approved content. Since the editor is part of Exstream, it can access business, legal and marketing data and content from multiple sources to deliver communications to virtually any print or electronic channel.

Exstream provides a single design environment to create structured, on-demand and interactive applications for use with desktop or browser-based clients. Design objects and variable rules can be created once and reused in multiple applications for multichannel delivery, significantly reducing time to market for interactive communications.

Close the deal

Without the proper customer communication solutions, sales opportunities can be lost and your agents, brokers and sales representatives can struggle to create the communications that will help acquire new customers or finalize a sale. With Exstream Empower Editor, users can easily initiate or follow up customer interactions with on-brand, compliant correspondence in the desired communication format.

At the close of a conversation, communications can be sent immediately to customers using the channels they prefer—print, electronic or both. The business benefits by reducing abandoned transactions and enabling a speedier, more streamlined process. Customer satisfaction increases without sacrificing back-end business processes that support customer touch points.

With many companies moving to digital communications, customer correspondence is no longer limited to traditional printed formats. Instead, digital channels, such as email and SMS have become the priority. Designing for these digital formats is critical to business success.
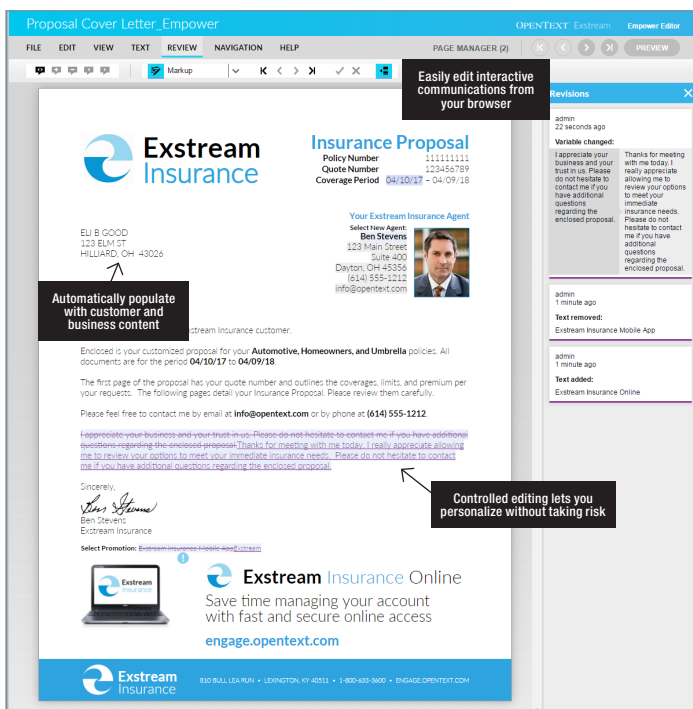
Page view of customer communication
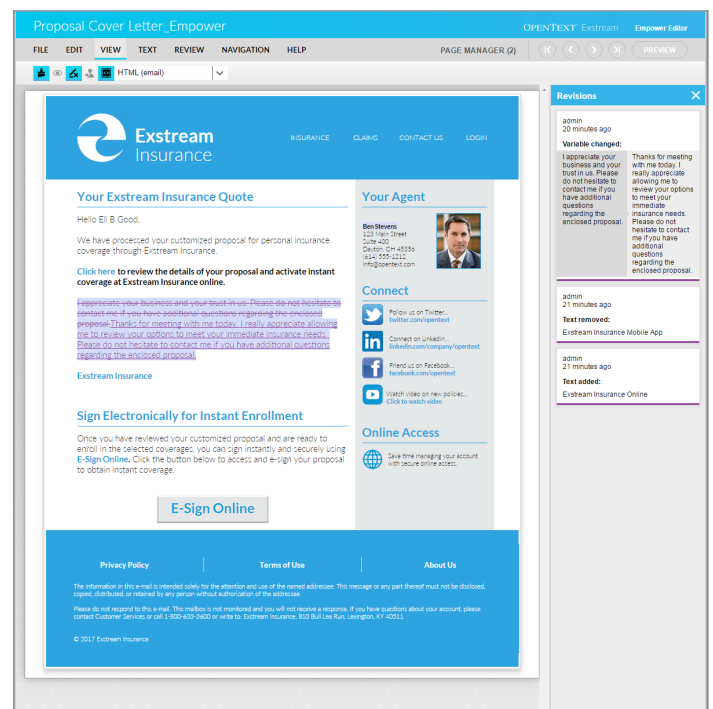
Electronic customer communication

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Leveraging the Exstream Design environment to design alternative layouts for both print and digital channels, Empower Editor allows business users to see communications in multiple views. For instance, if the communication is going to be delivered as an email, the business user can select a previously defined email view to make in-context changes to the communication. By making modifications in the format in which the communication will be delivered, users can offer a better end user experience.

Build Customer Loyalty

In any business, retaining customers is critical to long-lasting success. When direct customer contact becomes necessary, communicating with the right message, in the right way is vital to building and maintaining trust.

Personalized and relevant communications provide a feeling of individual attention that can help strengthen customer loyalty. But, managing personalization while maintaining branding and compliant messaging can be challenging. With Exstream Empower Editor, users are only able to access areas they are permitted to edit, ensuring the message is maintained and communications are compliant.

Exstream Empower Editor provides a browser-based, controlled editing solution for correspondence. It can help reduce deployment and maintenance time and expenses by:

• Controlling editable areas based on user role or responsibility within a single communication

• Allowing flexibility across the user community to support multiple devices, browsers and environments

• Working with existing Exstream back-end processing for creating and managing communications

• Letting users design and develop Empower interactive documents in the same environment as other Exstream communications while reusing existing interactive application designs

For more information please visit: www.opentext.com/exstream16.

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.