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OpenText Exstream

Transform customer communications into exceptional experiences

Flexible, browser-based design for power users

Compliant, personalized communications driven by business users

Web-based controlled, interactive editing

Browser-based communication orchestration flow

Today's consumer wants more tailored and personalized experiences and, while they may not always remember what you told them, they always remember how you made them feel. Companies that deliver exceptional customer experiences through predictive, omnichannel communications and fulfill their customers' needs before the customers even realize they have them, have the competitive advantage. But multiple communications systems, siloed customer data and changing government regulations make it challenging for organizations to create and send contextually-driven communications optimized for customer-preferred channels.

OpenText™ Exstream™ is a market-leading Customer Communications Management (CCM) solution that gives business users control over content and processes to create consistent and connected customer experiences through the design and delivery of ultra-personalized and compliant communications— delivered anytime, anywhere. Designed for omnichannel CCM, Exstream leverages the data and content that already exists within the organization to transform typical customer communications into highly-personalized, engaging customer experiences on the preferred channel, screen size and device of the customer. With on-premises and cloud deployment options, Exstream scales to fit the needs of any department or complex enterprise environment. Accelerator packages allow for easy integration with core systems to speed key business processes.

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Exstream provides the right design, authoring and editing environment for a variety of scenarios. Whether the user is a content producer, marketer, front-office worker, process owner or technical user, Exstream enables better customer engagement across multiple touchpoints in the customer lifecycle. Exstream truly brings design, content authoring and editing into the hands of the people who know the content best.

Flexible, browser-based design

Communication designers no longer need to wait on IT to implement new design templates, which often stalls important communication launches and leads to missed opportunities. Exstream's web-based designer allows power users to design engaging communication templates for any channel from scratch. Users can ensure branding guidelines and corporate look and feel when creating responsive emails. There is no longer a need for an expert to create a customized template for every device or screen or go to the IT department every time a change is made.

Step 1: Design communication templates from scratch

Mario designs new multichannel communications in Exstream's web design environment for an insurance correspondence document, allowing certain sections to be controlled by marketing. It is then enabled for use by business users in the authoring environment.

Mario (designer)

Phyllis (content producer)
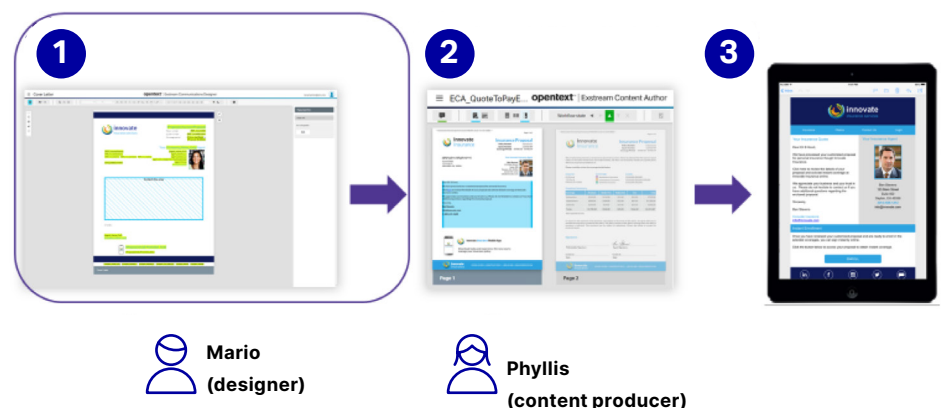
1. **Design communication template**
2. **Author additional content**
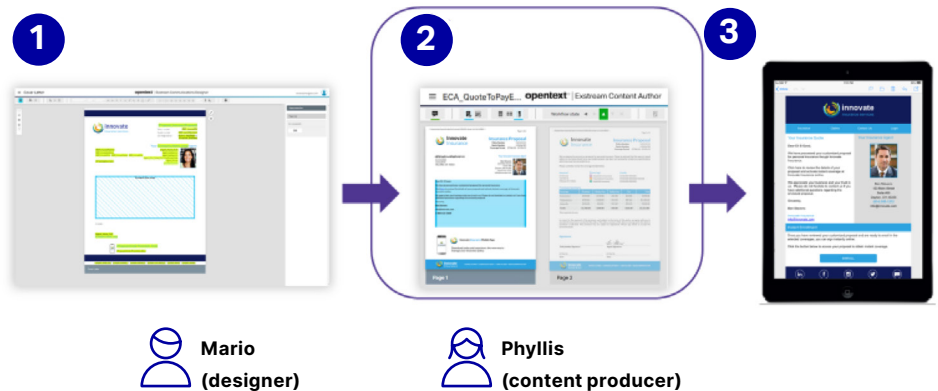3. **Produce communication**

Compliant, personalized communications driven by business users

Business users do not want to rely on IT when it comes to creating and editing content. And IT wants to enable users to create, modify and update communications without assistance. Exstream's content authoring capability allows line of business users to change content and messages based on what the designer has produced. Content producers can easily create, design, personalize and update text when necessary, always seeing modifications displayed within the context of the overall design. For example, marketing users can change their portion of a communication on a weekly basis but the legal content, which may only need to be modified once a year, can remain static.

Content producers can also create, access and repurpose existing content, resulting in a much faster time to market for new products and services. The UI is friendly for non-technical users and the simulation view tests multiple variables, ensuring all options are just right before ever leaving the design stage.

Step 2: Create and manage business content

Phyllis creates new content for insurance correspondence and enables certain sections to be interactively editable, leveraging the new interactive features. She is also able to use copy that has been produced in the past using the new export functionality. Phyllis then publishes the changes to be usable in new interactive communications.

Mario
(designer)

Phyllis
(content producer)

1. **Design communication template**
2. **Create and manage content**
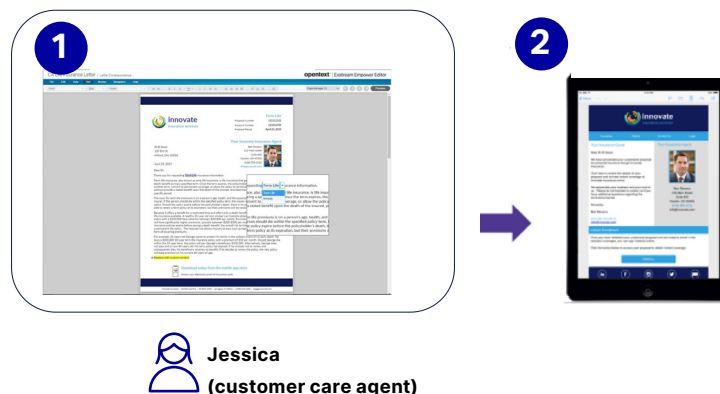3. **Edit and produce communication**

Web-based controlled and interactive editing

Communications can be personalized for one-on-one interactions, with the controlled interactive editing capability, which allows agents, brokers and other customer-facing representatives to update quotes, letters, proposals and more, on the fly. Front-office business users can quickly and easily personalize a communication based on an interaction with a customer, while ensuring branding, legal and regulatory compliance. The ability to enforce corporate style sheets ensures branding, from font size through styling, remains consistent.

Step 3: Edit and produce

Interactive editing for customer-facing staff communication

Jessica is preparing an insurance document in Empower for one of her clients. She can edit the document with content that was just produced by Phyllis, the content producer, and once complete, can submit the document for fulfillment and, ultimately, distribution to the customer.


Jessica
(customer care agent)

1. **Customize communication**
2. **Produce communication**

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Visual overview and control of all communication processes

The process owner can improve the execution of communications with orchestration for automated tracking, analysis and responses to determine the next best action at every touchpoint. Process owners define the communication journey in a visual model of all processes, including subprocesses of even broader customer journeys and channels. A simple visual overview of all communication processes, before they are even executed, is displayed and can be reviewed and approved before completion. Improved analytics can inform and inspire future communication flows and content for better results.

Step 4: Monitor and follow-up

Barb is now able to connect input events to new designs and communications produced by Mario and Phyllis and control the output channel. She can do this without any technical skill by modelling the communication flow in the browser. David can look at how production jobs are running. With access to message and report file data, he can easily see results and track status.

Barb
(process owner)

David
(systems administrator)
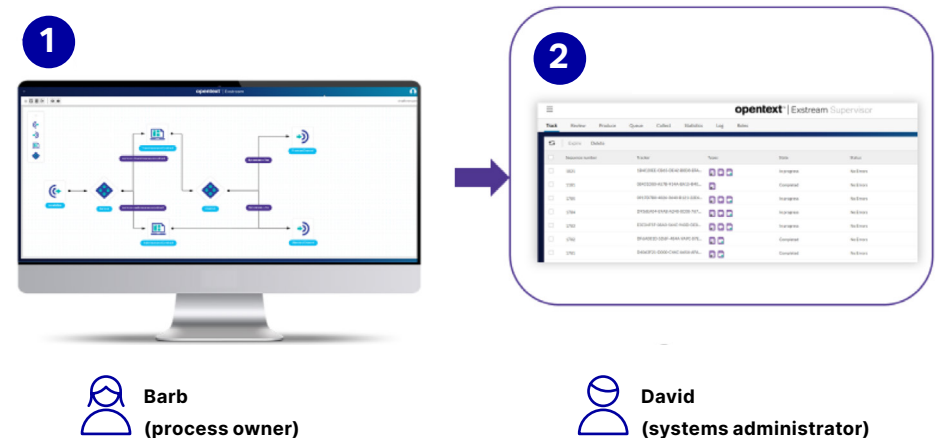
1. **Define communication process (design time)**
2. **Monitor produced communications (run time)**

A complete customer engagement solution

Exstream augments current systems of record capabilities to **intelligently create, personalize and deliver true omnichannel experiences at scale**. Exstream helps business and marketing users work faster and smarter to focus on their first priority—customers.

Exstream is part of the OpenText™ Experience platform, which combines best-in-class software solutions that address all interaction points on the customer journey for better customer engagement. Only OpenText provides customer communication integration with analytics, web content management, rich media and digital asset management, output management, intelligent forms and call center optimization.

Cloud or on-site deployment options

Exstream is designed to run on-premises or be deployed in an OpenText Cloud environment as a transaction-based (i.e. per communication produced) subscription along with managed hosting fees and any professional services required to deploy and maintain the solution.

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Personalized videos for better engagement

Including personalized videos as part of an overall communication creates better informed, more engaged customers.

Through a partner integration, Exstream can leverage data to create personalized videos during the composition process. In addition to reflecting unique information about a user, these personalized videos can simplify complex information, be enhanced with additional marketing messages and can offer a choice of products and services based on data analytics. This solution does not require technical video production expertise and provides information at point-of-need by embedding native video personalization directly into Exstream output, improving open, click-through and conversion rates.
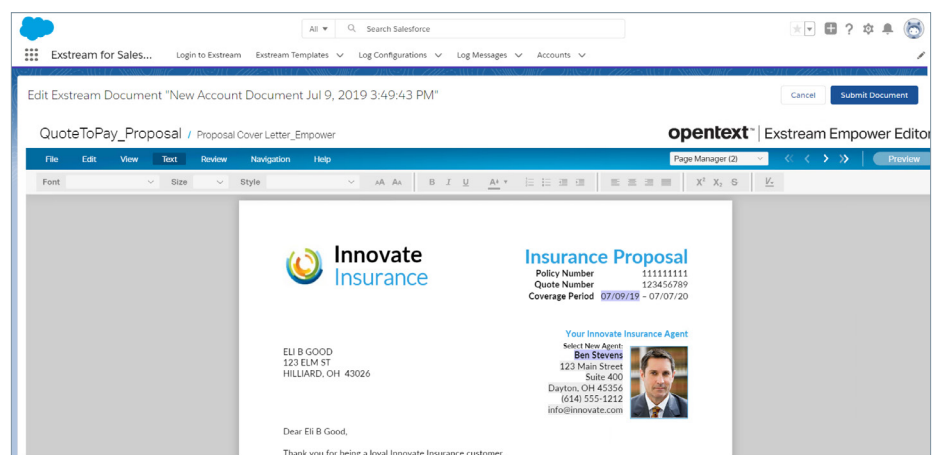
Integrated communications where business users work

Organizations can augment their enterprise systems of record with the best "out-of- the-box" integrations with leading business applications, such as SAP and Salesforce, and core industry systems such as Guidewire InsuranceSuite™ and Duck Creek software. This allows users to to compose a variety of personalized business communications from the applications within which they are already working.

Integration with Salesforce

Organizations can maximize their investment in Salesforce® by enabling document generation from within the industry-leading customer relationship management (CRM) solution through OpenText™ Exstream™ for Salesforce®. Whether producing a single customer service email or millions of personalized sales letters, Exstream for Salesforce helps to rapidly synthesize relevant business data and content into compelling written communications—all from within the familiar CRM environment. Users can also:

- Generate highly personalized correspondence via a built-in rules engine
- Retrospectively discover and view generated content from within the Salesforce interface
- Align all corporate templates to stay on message

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New features in Exstream 16.6. and update 1	Description
Browser-based design	• Allows users to drop in and preview content for mobile and desktop screens • Designs high quality multichannel communications from scratch, including responsive HTML5, mobile and print • Provides same design experience for mobile, email, HTML and page-based communications with full content re-use across channels
Expand and integrate design and authoring with interactive editing capabilities	• Exports content from Exstream's Design Manager to CAS • Includes impact control for resources and themes • Enables authoring in web-based design • Offers realtime simulation and interactive variables for authoring
Visual compare and improved section management in authoring	• Enables users to create and manage nested sections and their content • Allows users to create and manage content in Content Author, which will be selected in an Exstream Empower Editor document • Allows approver to see text changes when comparing the latest submitted for approval version and the previously approved version • Includes revision tracking
Web-based communication flow modeling	• Includes a drag and drop dashboard to easily model communication flows from input types and templates for potential delivery channels
Key integrations extend ease of use	• Includes enhanced ecosystem integration for Guidewire, SAP and Salesforce
Web-based communication flow modeling	• Includes a drag and drop dashboard to easily model communication flows from input types and templates for potential delivery channels
Key integrations extend ease of use	• Delivers enhanced ecosystem integration for Guidewire, SAP and Salesforce
End-to-end tracking, communications flow (job) visualization	• Provides graphical visualization of communications jobs and processes • Offers job notifications and performance enhancements

⤵ Learn more

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Why OpenText?

Exstream is OpenText's strategic, innovative and continually evolving CCM platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine that is faster than other CCM solutions and the ability to ingest data in any format, greatly reducing document processing time. Exstream is the No. 1 CCM solution in market share and enterprise deployments. It is part of the OpenText™ Experience Suite Platform, which includes solutions for digital asset management, web content management and more to provide a complete, 360-degree customer experience across all interaction points of the customer journey. The Experience Suite Platform enables organizations to improve customer loyalty and create connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

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