

# Omnichannel communications and powerful delivery in a single solution

OpenText® Notifications strengthens information delivery and customer correspondence in one, cloud-based solution

Engaging customer communications are critical for strengthening relationships and fueling sales. With the right communications, many companies are able to deepen their relationships with customers to increase business, improve customer satisfaction and achieve greater loyalty.

OpenText Notifications can automatically tailor each customer communication (e.g., bills, statements, notifications) with personally relevant information—at high volume and high speed—using their preferred delivery methods, which ensures a higher response rate. With better operational efficiency and direct control over content, business managers can react faster to market conditions and opportunities to increase loyalty and revenue. Notifications also helps to reduce costs by eliminating infrastructure and maintenance, upgrades and other recurring IT expenses.

## **The trap:**

### **Multiple, fragmented vendors for communications delivery**

Organizations adopt customer relationship management software to create customer-centric communications. But how do you deliver those perfectly personalized communications at the right time in the right format to the right customer?

The delivery of customer communications comes in many forms, including email, SMS text, voice and fax. Some organizations fall into the trap of choosing single solutions for each of these communications: Vendor A delivers email, Vendor B delivers SMS text, Vendor C delivers voice messages and Vendor D delivers fax. This fragmented, unconnected approach adds unnecessary complexity and disruption.

## **SOLUTION SUMMARY**

*OpenText® Notifications strengthens the document creation and delivery process by easily integrating with the back-end systems that drive your business. The result is a powerful communications tool that improves business correspondence, leading to cost savings, increased revenues and higher customer satisfaction—with a single vendor. The integrated offering takes end-to-end document creation and delivery to the next level by automating the delivery of ad hoc and high-volume outbound notifications in the channel your customers prefer and will respond to, including email, SMS, voice and fax.*



**The trap:** Multiple, fragmented vendors are difficult to manage and maintain and add unnecessary complexity to an implementation

Using a single vendor for each communication method causes several business challenges:

- Multiple vendors to manage and maintain
- Fragmented messaging platforms
- Limited visibility into transmission success/failure within CRM applications
- Lack of pre-built integration with CRM applications
- Limited tracking and capturing of customer responses
- Various opt-out lists to manage
- Additional training for each of the platforms
- Several vendors to contact for support, troubleshooting and points of failure

### Avoiding the trap: Choose a single, integrated solution

CRM and other back-end applications combined with Notifications strengthen the document creation and delivery process. The result is a powerful communications tool that makes business correspondence more productive and cost-effective—all from a single vendor. The integrated offering takes end-to-end document creation and delivery to the next level by automating the delivery of ad hoc and high-volume outbound notifications in the channel your customers prefer and will respond to—email, voice, SMS and fax.

### Single, unified solution with multi-modal delivery

By integrating CRM and other applications with Notifications, you can manage and maintain the creation and delivery of customer-centric messages through a single, unified solution that supports an integrated communications strategy connecting to all key stakeholders. With improved workflow process control, it can also use existing IT and enterprise resource planning to increase efficiency and throughput.

And, a single vendor provides a single point of contact for any customer support or product related questions for your message delivery.

### Leverage the power of the OpenText Cloud

Notifications is a completely outsourced, cloud-based solution that eliminates IT infrastructure costs and administrative and customer service delays. The cloud-based, enterprise-level notifications solution with robust features and global network coverage can also speed up cycle times and improve customer service, creating a decisive competitive market advantage.

OpenText data centers are located around the globe, including two data centers in the US and two in the European Union, to manage notifications in expanded geographies and languages.

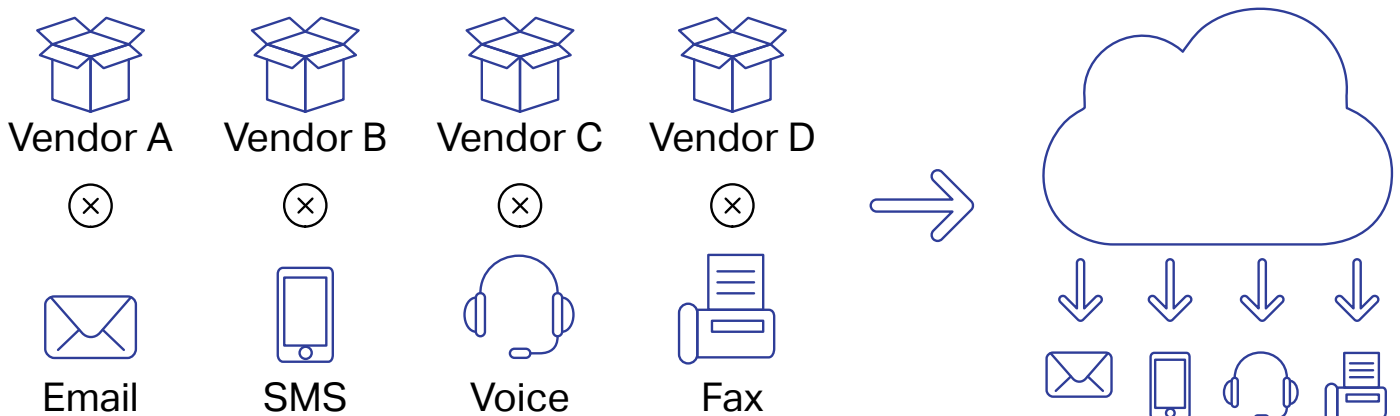
### End-to-end message delivery

In today's digitized world, your customers expect to be instantly notified of key events and in their preferred format. Whether through email, SMS, voice or fax, communications need to reach stakeholders in the way in which they will most likely respond to increase customer loyalty.

Notifications provides the highest level of visibility across the entire customer communications continuum. The solution allows you to create and deliver customized documents end to end. Using a dedicated set of connections, as communications are built in the desired format, their output destination is clearly defined to provide customers with an engaging and compelling experience.

### Fast turnaround of key business processes

Regardless of the process, for example communicating with suppliers to fulfill an order, provide delivery notifications or facilitate payment, Notifications works with your back-end systems, eliminating most manual handling. This reduces costs and errors, which would negatively affect your business cycles.



**Avoiding the trap:** A single, integrated vendor for a complete end-to-end solution for customer communications creation and delivery

**Respond faster to customer opportunities**

Notifications enables you to quickly and easily create and deliver personalized offers and capitalize on additional sales opportunities. This allows you to be more agile and respond faster to opportunities, providing an easy way to increase revenue and strengthen your relationship with your customers.

**Greater visibility into message delivery performance with analytics**

As Notifications remains a vital and important method of communicating via email, SMS, voice and fax, organizations need visibility into the performance of message deliverability, volumes and system performance to manage the seamless flow of information to and from their organization.

OpenText™ Notifications Analytics provides access to both summarized and detailed information for each transaction and delivery of messages for users and applications. Using sophisticated data visualization tools, instantly and easily assess the current situation or view up to 13 months of detailed history for three key performance indicators: Messaging Volume, System Performance and Message Deliverability.

**Easy to use**

Notifications provides a convenient web portal that makes it easy to manage outbound message distribution from any browser. It can also integrate notification communications directly into your back-end systems using the native API. Mix and match your strategies to drive more effective customer, partner and supplier relationships.

**Governance and compliance**

Notifications helps you comply with privacy and record-keeping mandates by turning multi-modal messaging into digital workflows that can be tracked, audited and archived.

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