



OpenText™ xResponse

Build loyal customer relationships with highly personalized, multichannel correspondence

Personalization, customization and multichannel delivery can be major differentiators in customer satisfaction and the loyalty that comes with it. Unfortunately, many organizations are ill-equipped to produce correspondence that truly speaks to the individual customer, offers relevant content tailored toward their specific interests and can be delivered in electronic formats as well as print. Manual text changes and approval processes, inconsistent messaging and inaccurate customer data severely impact a company's response time and productivity, further challenging an organization's ability to produce customer correspondence that meets regulatory, legal and security standards.

With the OpenText™ xPression™ software suite, you can automate your manual, paper-based processes while significantly improving your customer communications.

xPression enables you to quickly create templates that share content, business rules and variables. The content can be locked to protect it from accidental or purposeful changes. Using xPression, a web-based tool, you can access the templates to generate personalized correspondence based on customer data. With the appropriate permissions, you can also modify the baseline correspondence using an embedded Microsoft® Word environment. xPression also automates the creation and delivery of interactive correspondence on demand, in real time and for high-volume batch via print, web, email, SMS/MMS and/or archive.

ESSENTIALS

- Enable non-technical business users to easily generate relevant customer correspondence using familiar authoring tools such as Microsoft® Word
- Customize standard correspondence by quickly adding optional, pre-approved content to specific areas in a document, such as a personally relevant promotional offer
- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance and other departments for review and approval
- Distribute multichannel correspondence based on each individual's preference—print, email, web and mobile text messaging

Maximum flexibility, faster response

OpenText xResponse creates, edits, approves and distributes personalized, compliant correspondence using a web-based interface. The familiar Microsoft Word-based editing environment lets you easily edit correspondence prior to distribution, while protecting content from unauthorized changes. Once edited, you can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed immediately or added to a scheduled batch production process using the robust multichannel publishing capabilities of xPression. Delivery options include print, email, web, fax and mobile device.

xResponse is ideally suited for scenarios in which real-time, customized communications are required, such as call centers, agent automation environments and other on-demand settings.

How it works

Customer contacts service center

John calls the customer service center hotline. Ann picks up the call and receives a request from John to change his service options. John also requests a rush on his order that is outside the standard delivery options.

Agent selects template and approved content

Using a web-based interface, Ann selects from a library of pre-approved correspondence templates stored in xPression. She automatically generates a change of service request letter for John. She previews the letter to make sure it is correct and then selects from a set of options based on John's specific request.

Agent makes ad-hoc changes

Since John requested a rush on the service change, Ann uses Microsoft Word to edit the letter by adding a comment confirming the special request.

Approval is automatically initiated

Because John's rush order is not a standard service, Ann submits her edited letter to her supervisor, Deena, for approval. Deena receives an email informing her that an approval request is waiting for her. She proceeds to use a web-based interface for previewing Ann's letter to John and approves it.

Correspondence is generated and distributed

Once approved, the letter is distributed immediately or via a scheduled batch job using John's preferred delivery channel, such as email, web, print or mobile device.

Now take it to the cloud

For organizations seeking increased IT agility, lower total cost of ownership and accelerated time to market, the xPression software suite is also available via OpenText™ Documentum™ as a Service (DaaS) as a private cloud-based, managed service. Built and maintained by OpenText experts, DaaS delivers optimal application performance while lowering TCO by as much as 30 to 60 percent. DaaS leverages a highly optimized hardware and software stack and industry best practices, offering the highest level of security and providing the ability to customize applications to address your unique business challenges and integrate with your existing systems and applications. You can accelerate time-to-value by eliminating IT infrastructure expenses, as well as delays in acquiring hardware and installing software, OpenText experts maintaining and optimizing system performance. DaaS also offers backup and disaster recovery, support for multiple environments, including development, test, sandbox and production, a highly automated provisioning and monitoring infrastructure and best-in-class security operations.

www.opentext.com/contact