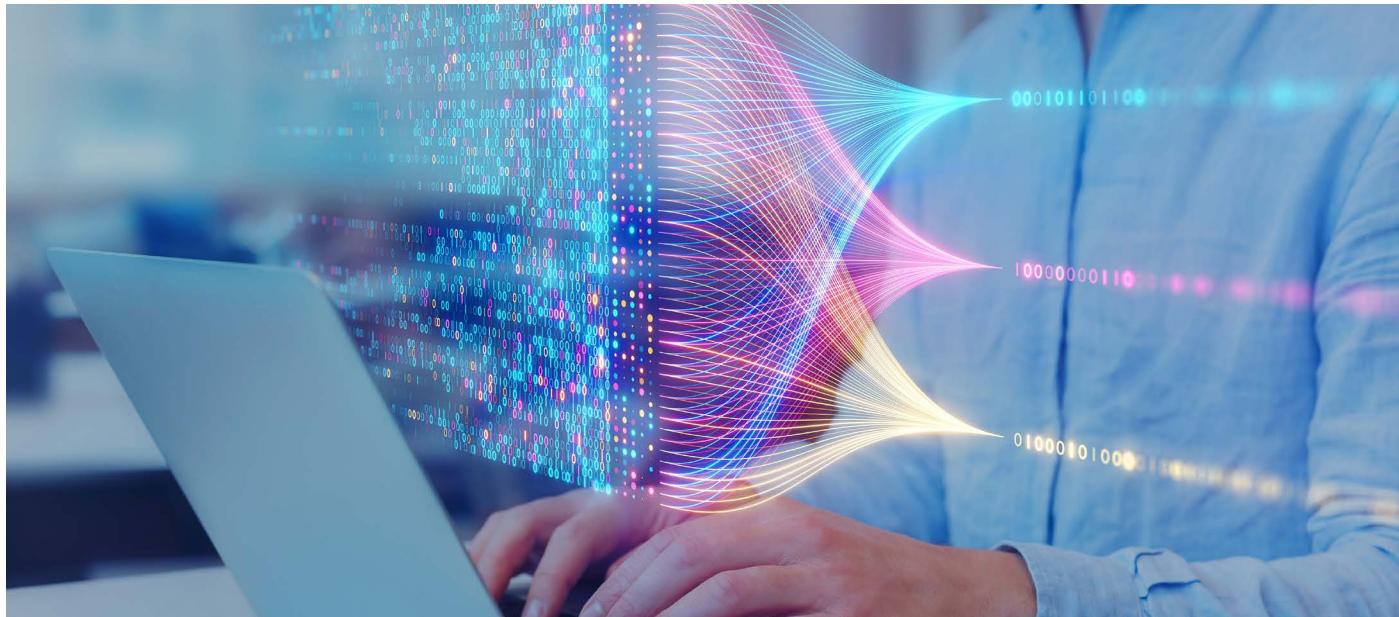


# OpenText Experience Aviator

Create, communicate, and coordinate smarter with GenAI and image AI across the customer journey



## Benefits

- Empower creators and streamline operations to drive efficiency
- Ensure your data remains private with secure business AI
- Accelerate time to market by distributing branded communications and content at scale
- Experiment with a trusted partner: OpenText experts help you navigate AI

AI has emerged as a game changer for customer experiences. It's transforming marketing, communications, and content operations; powering greater creativity, and accelerating time to market. CMOs are seizing this opportunity to break through noise and lead with relevance. In a recent study, 70 percent of marketing leaders said their organizations are using GenAI, with another 19 percent in testing.<sup>1</sup>

OpenText™ Experience Aviator™ brings the power of GenAI, image AI, and content orchestration directly into the foundational services for OpenText™ Experience Cloud and works seamlessly with OpenText™ Web, OpenText™ Communications, OpenText™ Digital Asset Management, and even intelligent document upload via OpenText™ Fax. Content authors and approvers can track the use of GenAI to ensure governance and controls are always in place.

With intelligent content and image generation, real-time orchestration, and branded communication delivery, Experience Aviator is how OpenText Experience Cloud becomes a system of intelligence empowering you to connect the right content to the right people at the right time.

<sup>1</sup> Boston Consulting Group, *How CMOs Are Succeeding with Generative AI*, 2023

## OpenText Communications with Experience Aviator

From authoring and creation to auto-generated communications, dramatically improve the productivity of marketing, services, and support teams by leveraging large language models (LLMs) to automate work.

## OpenText Digital Asset Management with Experience Aviator

Generate images using textual sentences and send to creatives to produce digital media. This is a seamless integration into workflow capabilities and tracks inspirations via metadata for efficient management of AI-generated images (such as deleting or watermarking at end of workflow). Tap into the power of machine learning for brand recognition by identifying content or logos that are out of date.

## Empower content creators and drive efficiency

Experience Aviator helps authors create content and improve existing content for greater simplicity and understanding with customers. AI also performs rich media analysis (RMA) and provides content summaries and readability scores, to name a few. With our solution, you can unleash the talent of your authoring teams to speak with one brand voice and improve engagement with customers, all while running at enterprise-level scale.

## Ensure your data remains private and secure

Your proprietary data should not have to be in public domains to run large language models (LLMs). Instead, Experience Aviator brings vetted LLMs to your private data set. OpenText™ Private Cloud customers can experiment in a sandbox environment to try new use cases. OpenText templates and workflows ensure privacy and compliance, especially in financial services, healthcare, and government environments.

## Experiment with a trusted partner

Business and technology transformations never end, so you want a trusted partner to help you make the AI pivot. OpenText Professional Services helps you explore use cases and models that apply to your business while navigating the complexities of AI.

Experience Aviator provides businesses with the tools they need to create engaging interactions and deliver relevant communications to customers, increasing customer satisfaction, efficiency, and growth.

- **Enhanced customer satisfaction:** Align better with customer expectations, leading to higher customer satisfaction and lower churn.
- **Automated personalized content creation:** Create personalized and empathetic content at scale, leveraging LLM with authoring, creation, and auto-generated content.
- **Natural language chat for authors:** Our natural language chat enables authors to create and refine business content using many writing styles, making it easier to generate highly personalized and relevant content for customers.
- **Intelligent content creation:** Auto-generate contextual, highly personalized, and relevant content for customers to increase content production capacity, maintain brand consistency, and deliver tailored and fresh communications to target audiences.
- **Improved digital employee experience:** Enhance the overall digital employee experience, leading to improved efficiency, job satisfaction, and growth.

## Four use cases for Experience Aviator

**Financial services:** Marketing materials must comply with ever-changing regulations. GenAI can review marketing content for potential regulatory issues, generate compliant disclaimers, and provide automated reports to demonstrate adherence to financial regulations.

**Healthcare:** Engage patients with relevant content while respecting privacy regulations. GenAI can create personalized health and wellness content for patients based on their medical history and preferences, while ensuring HIPAA compliance and data privacy.

## OpenText Web with Experience Aviator

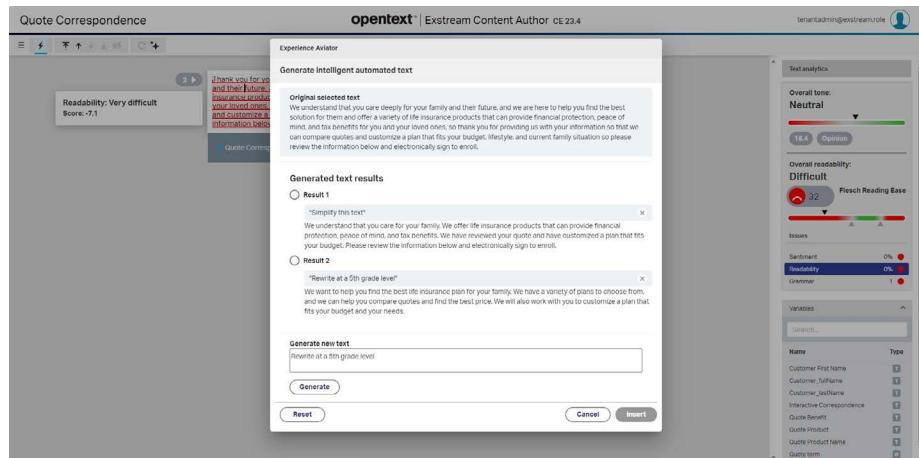
Tap into the power of generative AI and apply it to both text and images to repurpose longform content. Receive relevant content suggestions with indexing, metadata analysis, and automatic tagging.

## OpenText Fax Aviator

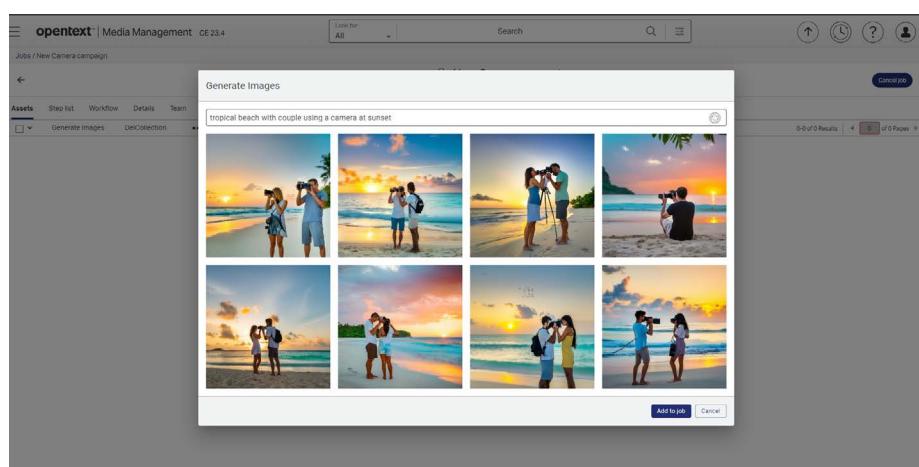
Make faxing faster and easier for everyone. Office staff no longer have to dig through inboxes or retype data, healthcare practitioners can act quickly on prescriptions and referrals, and admins get smoother operations with less downtime and fewer support headaches, all through simple, branded interfaces without the need for full system access or custom portals.

**Retail:** Personalize the online shopping experience. GenAI can analyze customer browsing and purchase history to recommend products, styles, or collections that match individual preferences, enhancing the online shopping experience and increasing conversion rates.

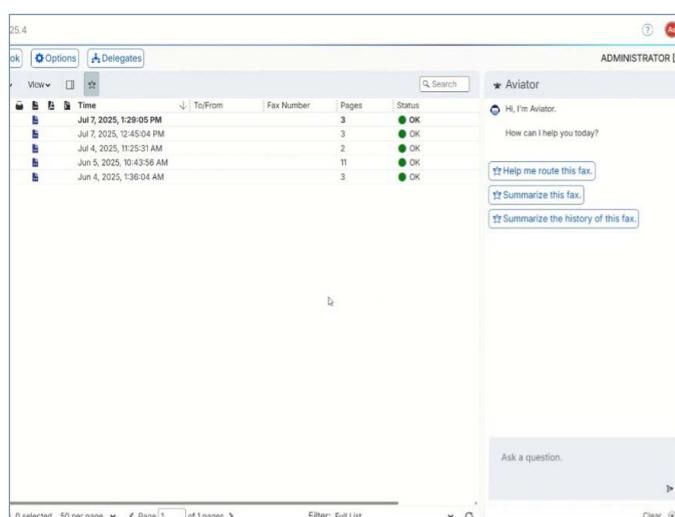
**Hospitality and tourism:** Creating tailored vacation packages for travelers can be challenging. GenAI can analyze traveler profiles and preferences to suggest customized vacation itineraries, including accommodation, activities, and dining options to boost customer satisfaction and loyalty.



AI in customer communications management



AI in digital asset management



AI in fax

## Resources

[opentext.ai](https://www.opentext.ai) >

## Why choose Experience Aviator?

From scaling content creation to simplifying communications, Experience Aviator empowers your teams to do more with less. Embedded across OpenText Communications, OpenText Web, and OpenText Digital Asset Management, the solution applies generative and image AI to help you connect with customers faster without compromising governance, creativity, or brand integrity. Fax Aviator streamlines faxing with branded interfaces speeding office workflows, enabling quicker healthcare actions, and easing admin support without full system access or portals.

Explore the Top 5 reasons leading enterprises are choosing Experience Aviator to modernize how they write, design, and deliver customer experiences with AI.

[Read the one-pager >](#)

## Conclusion

Experience Aviator is part of the OpenText Aviator portfolio, AI built for business. By embedding generative AI and intelligent automation into Experience Cloud, it gives your teams the power to move faster, act smarter, and personalize with confidence.