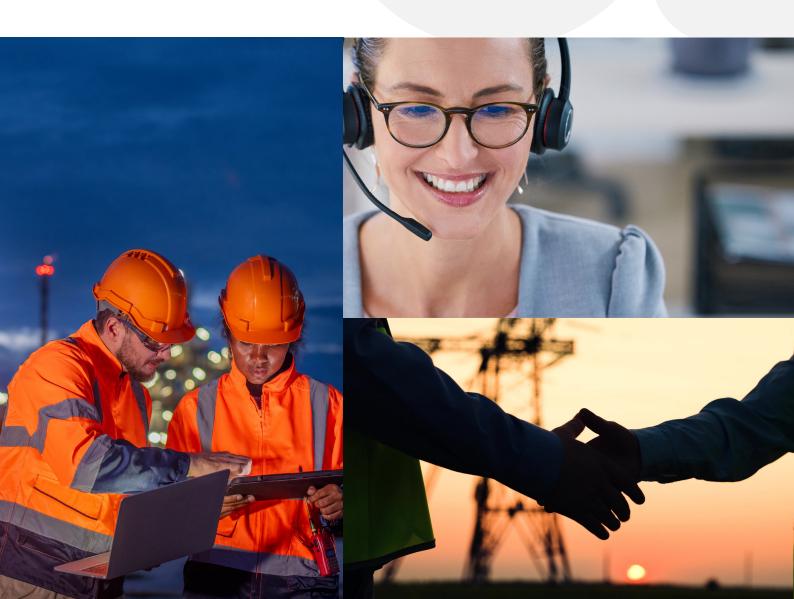# Total experience reimagined for energy and resources

A vision to unify customer, employee, and operational experiences to drive growth as customers face more choices for energy and essential commodities

Business backdrop

The energy and resources sector is navigating a period of unprecedented change. Companies are being reshaped by an expanding energy mix, digital disruption, and rising expectations from both customers and employees.

Customers now have more energy choices than ever. Whether it's selecting energy providers, choosing to charge or fuel their vehicles, managing energy use at home or work, or purchasing more battery-powered items, the balance of power is shifting toward those who demand transparency, flexibility, and value.

"The world has more energy choice today than ever before, driven by an expanding energy mix that's reshaping how industries operate. To stay relevant, organizations must reimagine total experience to deliver the unexpected—enhancing confidence, satisfaction, loyalty, and advocacy across every employee and customer digital interaction."

— Phil Schwarz, OpenText Industry Strategist, Energy and Resources

At the same time, B2B buyers expect the same seamless, personalized experiences they receive as consumers, while employees seek modern, intuitive tools that empower them to work smarter and with purpose. Regulatory pressures, supply chain volatility, and the growing demand for reliability in the access and delivery of energy and essential commodities only add to the complexity.

There is no customer experience without employee experience. These dimensions are deeply interconnected. Leading organizations are embracing a total experience strategy—one that unifies customer, employee, and operational experience practices to improve every critical interaction. With the rise of generative AI, companies can now personalize, automate, and scale these experiences like never before—driving greater confidence, satisfaction, loyalty, and advocacy.

To stay relevant and competitive, every utility, oil and gas, chemical, and metals and mining company must go beyond digital transformation. They must reimagine total experience—orchestrating these experiences into a unified strategy that builds trust, drives efficiency, and unlocks new value for growth.

"The data-driven culture fosters continuous performance improvement to create truly differentiated customer and employee experiences."[1]

[1] McKinsey Digital, *The data-driven enterprise of 2025*, 2022

"More effectively communicating with customers has shaved time off customer service calls. We have been able to cut a minute or two off each call that has a correspondence element to it, which has been a huge benefit for the call center."

Amy Brown, Business Analyst, Snohomish County PUD

Everyone who touches your organization—inside or out—shapes your success

As customer choices expand, every interaction—customer, employee, or partner—directly impacts business success. Yet, the majority of data remains unstructured and siloed and disconnected from delivering value to the business. Without modern information management, organizations struggle to personalize experiences, empower teams, and improve performance. Unified, intelligent experiences are now essential to stay competitive and build lasting trust.

"PSE can now securely store older data but ensure that it is instantly available when users need it. The large amount of data in the SAP system had been affecting the speed of retrieval, which resulted in longer customer wait times via the call center and the web portal. When we archived the SAP data using OpenText, system performance improved dramatically. We went from about two or three minutes for data retrieval to under a few seconds. Overnight, our document archival rates increased to 1,200 documents/minute. That speed translates to a better customer experience."

Anu Iyer, IT Advisor, Puget Sound Energy

Applying for loyalty cards involved time-consuming, paper-based processes with lead times of up to 10 days. "The new customer journey is digital from end to end. It has helped us to significantly speed up application processing—which is now completely transparent—and notably improve the quality of our customer service."

Baiba Lice, Business Solution Manager, Neste Latvija

OpenText vision

With cloud, security, and AI, anything that moves—including information—can now be made autonomous. OpenText envisions a future where utilities, oil and gas, chemicals, metals and mining, and EPC companies deliver smarter, more connected experiences by unifying customer, employee, and operational data. Our AI and information management platform uniquely brings trusted information over large data sets, autonomous cloud using software to automate information flow and minimize human error, AI and cybersecurity everywhere at scale with enterprise strength.

OpenText™ information management solutions help organizations across the energy and resources sector grow by unlocking trapped data value through reimagining total experience, streamlined workflows and improved service and product delivery.

With OpenText, companies across the energy and resources sector can:

- **Deliver personalized, omnichannel experiences** across web, mobile, and call center channels using AI-driven orchestration to tailor every interaction in real time.

- **Empower employees** with AI-enhanced access to service records, contracts, and customer data embedded within ERP, CRM, EAM, and other enterprise systems—enabling faster insights and smarter decisions at every touchpoint.

- **Use AI to predict and act on service needs,** from forecasting demand and identifying at-risk customers to optimizing pricing and resource allocation.

- **Protect customer and employee trust with robust cybersecurity,** ensuring data privacy, operational resilience, and compliance with evolving regulations.

OpenText solutions

OpenText solution	Value proposition
Experience Cloud	Deliver seamless, AI-personalized experiences across web, mobile, and call centers to boost engagement, satisfaction, and loyalty.
Content Cloud	Enhance operational experience with AI-powered document management, enrichment, and lifecycle governance—streamlining workflows, reducing risk, and improving productivity across the enterprise
Analytics Cloud	Use AI to uncover customer behavior patterns, predict service needs, and optimize performance with actionable insights.
Business Network Cloud	Automate and connect processes and people across an organization's B2B community—creating connected communities that free teams to focus on safer operations, growth, innovation, and faster product delivery.
Cybersecurity Cloud	Safeguard operations with full-stack protection, threat detection, and compliance—ensuring trust across customer and employee interactions.
Observability and Service Management Cloud	Ensure service continuity with AI-driven observability, automated incident resolution, and smarter IT and non-IT operations.
DevOps Cloud	Deliver secure, agile digital services with automated pipelines that support continuous innovation across customer, employee, and operational experiences.
Thrust	Build custom applications to deliver a total experience using proven OpenText information management technology

"Implementing OpenText has increased our efficiency and helped drive down costs. And we have met our number one goal of helping key staff focus on the business, so we continue to grow, innovate and get our sales teams what they need in the field."

Charles Wallce, CIO, Solenis

Business outcome

By implementing OpenText's AI-driven information management solutions, energy and resources organizations can expect:

- **Improved satisfaction scores** through AI-driven personalized communications and preference-based interactions.

- **Faster issue resolution** with AI-powered search and virtual agents supporting field technicians, customer service teams, and operational staff.

- **Improved workforce productivity** by reducing time spent searching for information.

- **Stronger compliance and data protection** through safeguarding sensitive customer and employee information while ensuring privacy and regulatory readiness.

These outcomes help energy and resources organizations create information advantage to improve service delivery in a rapidly evolving energy and resources landscape.

Next steps

We invite you to explore how OpenText can support your total experience journey. Recommended next steps include:

- **Introductory meeting** with your key leaders from your business, business process, and information technology areas.

- **Joint roadmap exchange** to align your strategic vision and goals with value opportunities for AI and information management

- **Business Value Consulting workshop** to assess current processes and quantify the potential value of moving to an AI-enabled total experiences strategy.

Why OpenText?

OpenText is a top 25 software company and the global leader in information management, serving thousands of energy, utility, chemical, metals and mining, and EPC companies worldwide. Our secure, scalable information management platform is designed to manage the world's most complex data environments—enabling organizations to create exceptional total experiences for employees and customers while delivering energy and essential commodities to the world.

Contact us

Phil Schwarz
Sr. Industry Strategist - Energy and Resources
OpenText

pschwarz@opentext.com

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