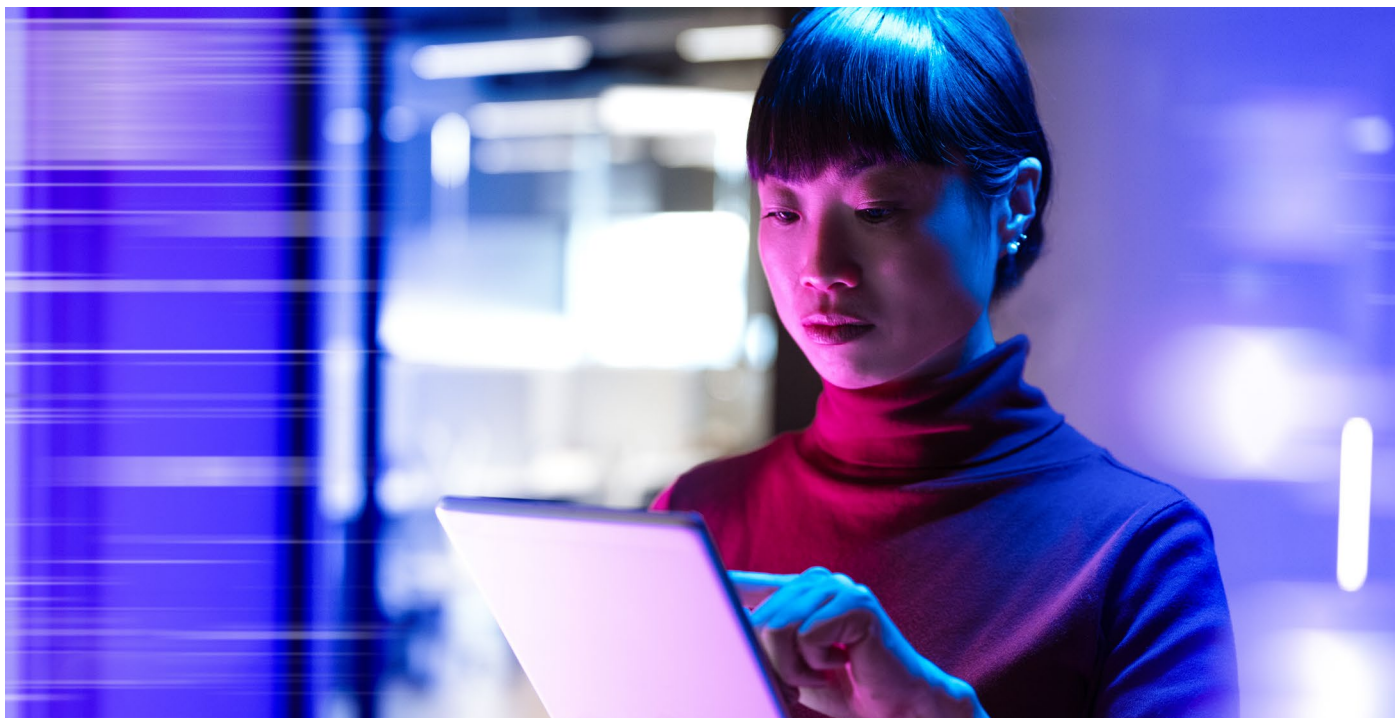# OpenText Customer Data

Create customers for life by driving continuous engagement with personalized experiences through all channels

Benefits

- Unify customer profile
- Personalize experiences
- Centralize governance
- Maximize productivity

Delivering personalization at scale is no longer nice to have. Customers expect relevant, timely, and personalized experiences and communications. Businesses need to build ongoing relationships with their customers based on trust and value to compete in the digital world. To understand customer needs and behaviors and engage efficiently, they must collect data from every touchpoint, building and managing customer profiles.

OpenText™ Customer Data allows high performance personalized experiences and communications wherever customers choose to contact you. From websites to kiosks, from call centers to mobile apps, personalization and real-time context specific targeting capabilities should be channel-agnostic and adapt accordingly.

OpenText Customer Data is the customer data management capability for the Experience Platform, resulting from a co-innovation with Google™. It acts as the center of a hub and spoke model, centralizing customer data collection, unifying customer profiles from disparate sources, and importing Google Audiences. It enables organizations to deliver the right interaction at the right time, in the right place and with the right context. OpenText Customer Data provides a common view of customer data and audiences across various customer touchpoints and allows businesses to provide relevant and enriched customer experiences.

Unified customer profile

OpenText Customer Data empowers organizations everywhere to gather and build profile data while eliminating silos. Integrated with Google Marketing Audience and other sources such as OpenText™ Web and OpenText™ Communications (Exstream), OpenText Customer Data creates and continuously enriches customer profiles, with behavioral, engagement data and more.

Personalized experiences

Customers today expect personalized experiences. OpenText Customer Data makes it possible to interact with customers in the same relevant and contextual way through their entire journey, from awareness to retention. It allows organizations to adapt their offer in real time, based on the latest actions taken for authenticated and anonymous visitors. As you keep enriching your customer profiles, you are in a much better position to engage with your customers with the right message, including niche audience segments, increasing your conversion rate.

Centralized governance

As customer data is often managed in silos, the risk of miscommunication increases. With OpenText Customer Data, your organization can manage customer data and comply with regulations within a single system integrated with your front line applications. Experience CDP collects primarily first party data, guaranteeing that the data is accurate and obtained through consent.

Maximize productivity

OpenText Customer Data allows you to deal with an ever increasing volume of data and to eliminate silos that make it hard to extract the data in a cohesive and useful manner. The solution makes personalization at scale easy to get more from your marketing efforts. The integration with OpenText Web and OpenText Communications will help you reach your customers in a more efficient way.

While many Experience platform solutions focus on customer acquisition, OpenText offers solutions to cover the entire customer journey. The quality of the experience must remain even at every stage, to foster loyalty and retention. OpenText Customer Data integrates with DXM solutions such as OpenText Web, and with CXM tools as Communications. This integration allows a truly seamless omnichannel experience, adapted to customer preferences. The Experience Platform uniquely brings together best-ofbreed elements to build an end-to-end customer centric approach, from the initial contact to ongoing customer service and support.
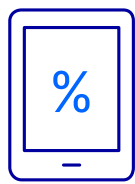
Behavior can be understood across channels, and affects decisions anywhere
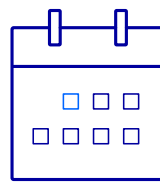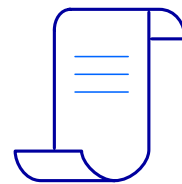
| Lilly's Application | Welcome Lilly | Low Interest Rate Offer | Loan Details | Appointment Time | Transaction History | |

Product capabilities	Description
Integration with Google Marketing Platform	Capture analytics and audience data from the industry leading Google Marketing Platform for an intelligent view of the customer
360º view of the customer	Capture customer profile data from a variety of sources including website and mobile interactions, CRM or other business systems that house customer data
Visitor Remarketing	Reconnect with customers who previously interacted with your website or mobile app by remembering who they are when they return, helping you increase your brand awareness, highlight important content or remind those audiences to make a purchase
Hyper-personalization	Capture customer's online behavior for deeper personalization in both online and offline follow up communication channels such as email, SMM and the contact center
Improved customer engagement	By capturing customer interaction data, you can tailor a web or mobile experience with content that is interesting to them
Targeting and Audiences	As a customer explores your website, automatically add them to an Audience to enable deeper personalization on any channel or device
Privacy	Capture and honor your customer's wishes when they choose not to be tracked on a website or mobile device
Deploy anywhere	Deploy anywhere either in the OpenText Cloud or your on-premise environment

- Consulting Services
- Managed Services
- Training and Learning Services
- Optimize Services