# OpenText Customer Order App

Transform how suppliers serve small buyers through digital order management



## Benefits

- Cut order effort with digital self-service tools
- Reduce DSO through faster order cycles
- Boost sales with real-time pricing and full catalogs
- Lower support costs with AI-driven order processing

Managing orders from thousands of small, non-digital customers remains a major challenge for suppliers. Empowering these customers to place and track orders directly helps increase sales, reduce support workload, and improve satisfaction. The OpenText™ Customer Order App transforms this complexity into a streamlined digital experience across web, mobile, and bulk upload channels.

## Empower customers with self-service ordering

Small and non-digital buyers often lack the tools needed to place orders efficiently. This leads to a high volume of emails, phone calls, or faxes that consume time and increase the risk of errors. The OpenText Customer Order App enables buyers to place, track, and manage orders independently, whether on the web, their mobile device, or via file upload. With its intuitive interface, using the app is as simple as checking their phone for messages.

## Accelerate your order-to-cash process

Manual order processing slows fulfillment and delays invoicing, which leads to longer Days Sales Outstanding (DSO). By digitizing the full order flow, including confirmations, shipping updates, and returns, the app shortens cycle times and improves accuracy. Automated alerts notify customers of delays or substitutions, reducing the need for follow-up and enabling faster payments.

## Boost sales with always-accurate catalogs

Customers are more likely to complete purchases when they can easily find the products they need. The app provides access to a live, searchable catalog with rich content, images, and customer-specific pricing. Buyers can view product availability, active promotions, and variants like size or color in real time, helping them buy more, more often, and with confidence.

# Reduce support workload through AI and automation

Support teams often spend significant time answering questions about orders and product availability. The order app automates many of these interactions. AI-powered OCR transforms emailed or faxed orders into digital entries, and customers receive proactive status updates and alerts. This automation reduces inquiry volume and allows your team to focus on high-value work.

# Expand reach to underserved markets

Suppliers frequently miss out on revenue by overlooking customers who lack the systems to connect via EDI. The OpenText Customer Order App solves this with a scalable, device-agnostic solution that brings these buyers online quickly. Whether you're managing hundreds of regional accounts or a global long tail, you can meet customers where they are and serve them using tools they already know.

# Improve customer satisfaction and loyalty

Buyers expect the same fast, digital experience they get as consumers. The order app delivers control and transparency with 24/7 order access, shipment tracking, and return initiation. Customers stay informed with exception alerts and mobile dashboards, reducing friction and building loyalty. CPG clients have reported a measurable rise in satisfaction scores among their small accounts after deployment.

# Enable faster, simpler customer onboarding

The platform is built for rapid scale. Customers are invited through managed services, and role-based access ensures each user sees only what they need. With support for multiple languages, pricing models, and product catalogs, you can customize the experience by market or segment. Whether onboarding 50 or 50,000 users, the process remains fast and consistent.

# Gain visibility into performance metrics

Operational blind spots make it hard to drive improvement. The app includes built-in dashboards and analytics that track key KPIs such as order volumes, turnaround times, and exceptions. These insights help teams optimize performance across the supply chain and customer service functions as well as provide leadership with clear, measurable value.

The OpenText Customer Order App delivers a modern, digital experience that transforms how suppliers manage long-tail customer orders. By simplifying the buying process for small, non-EDI customers, it reduces operational effort, accelerates cash flow, and drives new sales opportunities. Connected to OpenText™ Trading Grid™, the world's largest cloud integration environment, the app offers the scale, security, and speed needed to power a smarter, more connected order-to-cash ecosystem.

**opentext**™