

# Customer Engagement

Boost lifetime value and retention through a holistic approach from purchase to onboarding, adoption, and loyalty



## Benefits

- **Elevate customer success** by going beyond acquisition to create lifetime value
- **Build breakthrough experiences** with personalization and customer choice
- **Create efficiencies and connect processes** for customers and employees
- **Put data and AI to work** for better insights, journeys, and automation

Customer acquisition costs are rising while customer expectations are getting harder to meet, driving churn and lack of growth. Today's customer experiences can be plagued by limited communication channels preferences, lack of self-service, and little to no personalization. Siloed systems and broken journeys also stand in the way of truly engaging with your customers.

Take a holistic approach to customer engagement to boost lifetime value, retention, and customer growth. OpenText brings together all the key engagement channels—communications, messaging, web, and voice in a unique package with powerful orchestration and personalization management capabilities.

## Improve acquisition to lifetime value

Organizational handoffs from purchase to onboarding and adoption are hampered by siloed content, data, and experiences. These lead to missed opportunities, mistakes, and forcing the customer to re-enter data they've already provided—all of which erode customer trust and lifetime value.

Establishing a holistic approach to the customer journey that ensures consistency, along with an emphasis on building customer success, will maximize return on marketing acquisition costs.

## Use cases:

**Customer onboarding** – Bring together customer communications, web self-onboarding, and mobile messaging.

**Adoption, usage, and customer marketing** – Accelerate product and service adoption using personalized statements, invoices, and other account-based communications.

**Partner and customer collaboration** – Provide common experiences, content, and data for employees, partners, and customers.

## Enhance customer experience and choice

Jarring and disconnected experiences, where customers must navigate differing digital and physical interactions, build frustration and threaten trust. Use a modular platform to connect the customer journey and experiences through common approaches to personalization, self-service, and brand consistency.

## Streamline processes, fix broken journeys

Take a holistic approach to underlying processes and employee tools to deliver omnichannel communications. Improved employee experience (EX) drives good customer experience (CX). Staff working more efficiently and mapped to the customer journey have more time and focus to build customer success. By orchestrating and managing journeys with supporting processes and next best actions, employees and customers together build success.

## Optimize with data and AI

To meet escalating customer demands for greater personalization and self-service while teams are constantly being asked to do more with less, unlocking the power of data and AI is a top priority. Unfortunately, at many organizations, the quality of data, siloed storage, and the inability of both business and technical users to action data or use the latest AI tools are show-stoppers.

The solution is a unified platform that organizes both structured and unstructured data under one roof, parsing it for metadata so it can be truly harnessed. Integrated, intuitive AI tools ensure staff can work within the same interface while leveraging new benefits. Private, licensed models ensure your data is protected in line with privacy requirements.

**OpenText provides the total package necessary for supporting full customer engagement across personalized journeys with the self-service and omnichannel preferences they desire. OpenText is uniquely able to connect data, content, experiences, and employee tools to manage the critical handoffs from purchase to onboarding and building loyalty. The modular, composable Experience Cloud platform is open and flexible, easily integrated into your existing technology stack.**

Resources

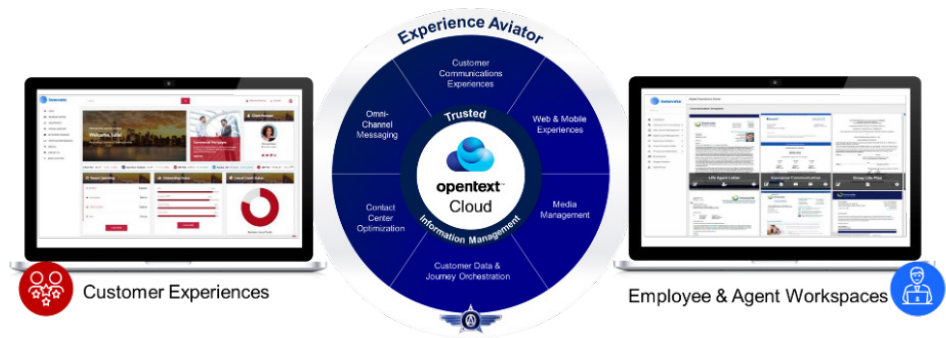
[OpenText Experience Cloud ›](#)

[Smarter total experience ›](#)

[Experience Platform CXM ›](#)

[OpenText Experience Aviator ›](#)

[Infographic: 3 Big gains from seamless customer engagement ›](#)



Take advantage of the modular, composable OpenText Experience Cloud to create a unique solution that fits your tech stack and the overall IT ecosystem.

Feature	Description
Customer communication experiences	Deliver personalized, relevant, and consistent communications across all channels and touchpoints. Communications need to span a broad set of customer choice and production and delivery options—print, digital, highly interactive, high volume output, and many more.
Web and mobile experiences	Harness industry-leading content management (CMS) to drive digital asset management, creative workflows, personalization, targeting, and organization of customer data.
Messaging experiences	Bring email, SMS, push, voice, and fax messaging channels together into a single, cloud-based messaging platform. Whether sending one or millions of messages, deliver personalized, 2-way, assured, and rich media that meet a broad set of customer preferences.
Media management	Manage rich media assets, such as images, videos and audio, for use cases ranging from product marketing to internal training and operations support to maintain brand consistency and enhance employee experiences.
Customer data and journey management	Leverage customer profiles and mapped customer journeys built from both first-party and audience data to deliver the right message, at the right time, and in the right place.
OpenText™ Experience Aviator	Generate contextual, personalized, and relevant content with generative and image AI.