

Top 5 reasons to choose OpenText Core Journey

Transform every interaction into a connected, personalized engagement that drives conversions



Customer journeys often stall when communication tools, content systems, and data don't talk to each other. OpenText™ Core Journey closes the gap. It brings orchestration, personalization, and real-time engagement into one interface so you can design, deliver, and optimize conversations that convert.

- 1 Journey design with embedded engagements**
Plan, orchestrate, and refine journeys that include direct customer engagements like, confirmations, upsell offers, and event notifications all within the same workflow.
- 2 Faster time to value**
Launch communication workflows with omnichannel event notifications more quickly across the customer journey, without IT bottlenecks without needing external plug-ins or workarounds.
- 3 Consistency across channels**
Leverage Core Journey across web, email, SMS, WhatsApp, and customer communications management templates to ensure every touchpoint reinforces the same customer story.
- 4 Integrated with OpenText Core Experience Cloud**
Use OpenText Core Journey alongside OpenText™ Core Messaging, OpenText™ Core Communications, OpenText™ Core Digital Asset Management, and OpenText™ Web CMS, for seamless omnichannel conversations across your entire CX stack.
- 5 Incremental consumption resulting in retention**
Every engagement from confirmation, reminder, creates another chance to reduce churn, improve satisfaction, and increase lifetime value.

Power every customer moment with OpenText Core Journey

Elevate your journeys with embedded engagements for every customer moment

OpenText Core Journey delivers omnichannel strength to keep customers longer and deliver more value with customer communications management (CCM).

Go from static communications to event-based engagement with OpenText Core Journey.

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