

# Top 7 reasons to choose OpenText Core Communications

Turn boring into brilliant with personalized, compliant customer experiences



Frustrated with boring messages, outdated compliance, and a disconnected customer journey? You're not alone—87% of customers won't return after a single poor customer experience.<sup>1</sup> Say goodbye to dull interactions and hello to OpenText™ Core Communications, the gold standard in SaaS customer communications. Equipped with web-based design tools and built-in GenAI, OpenText Core Communications empowers you to create personalized, compliant communications from day one.

**Empower your teams with the gold standard in SaaS customer communications management**

- 1 Quick setup—no IT required**  
Get up and running fast with guided onboarding
- 2 Rapid communications in minutes**  
Use ready-to-go design elements and wizard
- 3 Web-based authoring for non-technical users**  
Browser-based tools for design, authoring, and editing
- 4 Built-in storage**  
Ensures easy access of communications, no third party required
- 5 Accelerate personalization with generative AI**  
Leverage GenAI to personalize and refine content
- 6 Omnichannel delivery**  
Seamlessly publish from digital channels to print
- 7 SaaS-powered innovation**  
Always up to date with continuous new capabilities and predictable cost structure

Go from zero to wow with OpenText Core Communications—[see how >](#)

<sup>1</sup> Accenture, *Customer service on the brink*, 2025