opentext™

Four imperatives to optimize post-sale customer success

Acquiring your customer was just the beginning

opentext™

Contents

Introduction: The evolution of customer success 3

Trends that are shaping post-sale customer engagement 3

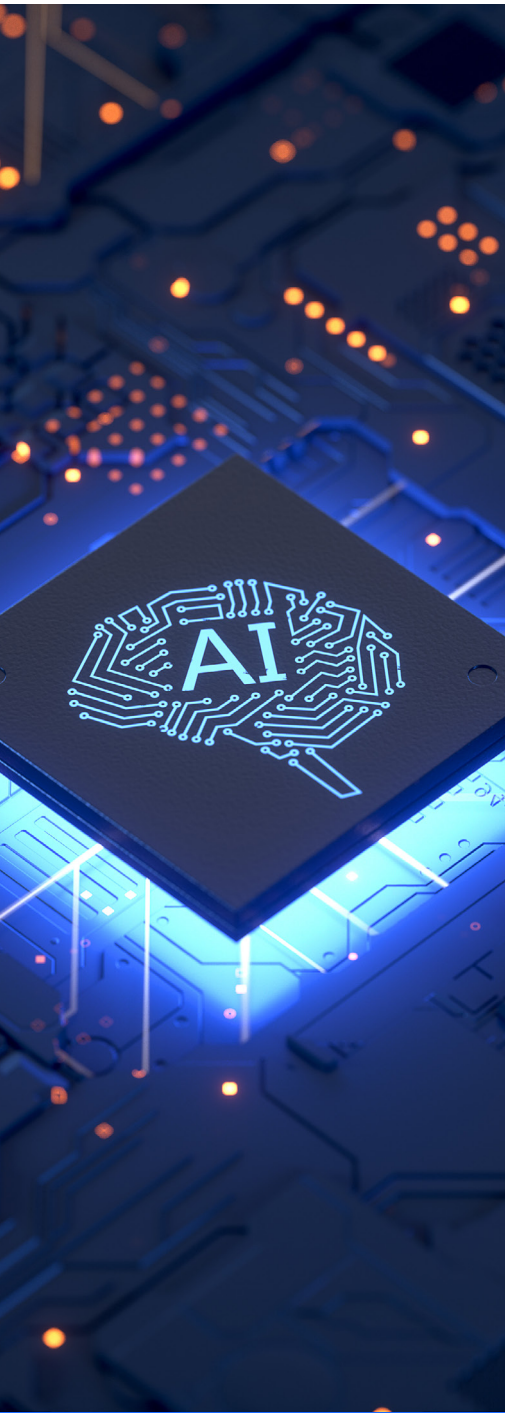
Four imperatives for customer success 4

1. Customer experience journeys must be AI and insight-led 4
2. Communications must be proactive, not just reactive 4
3. There must be a strong emphasis on customer support excellence 4
4. A total experience strategy is required 4

Elevate customer success with OpenText 5

OpenText solutions for delivering customer success 5

opentext™



Introduction: The evolution of customer success

Every business's goal is to acquire new customers. But it is equally important—if not more important—for organizations to retain their existing customers. This requires delivering significant value, not only in the early stage of the customer lifecycle, but *post-sale* as well.

In challenged economies, organizations are leaning into customer success teams to help grow revenue. According to Forrester, most organizations are placing high importance on post-sale customer experiences.[1]

In the new customer experience (CX) landscape, it takes a proactive, rather than reactive, approach to guide customers through their journey toward realizing value. This position paper outlines the key trends impacting the evolution of customer success, identifies four ways to optimize the post-sale customer journey, and examines key technology solutions that can help.

Trends that are shaping post-sale customer engagement

Several key trends are affecting the post-sale customer journey:

The rising tide of customer expectations

Customer experience expectations are dynamic and skyrocketing. The global pandemic saw consumer interactions moving heavily to digital channels, reducing face-to-face touchpoints. Consumers say that their expectations have increased, with 93 percent of customer service teams saying customers have higher expectations than ever.[2] Businesses can't maintain their position by continuing to do what they've always done.

Recognition that customer acquisition is only the beginning

Depending on the industry, acquiring a customer can be anywhere from five to six times more expensive than to retain an existing one[3] while 70-80 percent of a company's revenue comes from existing customers.[4]

As little as a five percent improvement in customer retention rates can drive a 25- to 95-percent increase in profits.[5]

Because of this, organizations are focusing more on how to manage the customer after they have purchased. Like a couple going from the dating phase to marriage, businesses are recognizing what it takes to nurture positive long-term relationships with their customers. Brands that are getting it right are seeing the benefits.

Manutan—a major European B2B retailer—is cultivating engagement and loyalty with personalized communications in 12 languages and 17 countries while collaborating with 3,000 suppliers. "Through our work with OpenText, we've achieved our goal of combining a slick digital channel with personalized, employee-led customer service," said Michael Sarrasin, Exstream product owner at Manutan. "From the moment a customer engages with us through any of our channels, they are kept in the loop on every step of the order cycle."

Customer success is a key driver for growth

This has led organizations to lean more on customer success teams for growth.[6] Customer success is evolving from a support role to become more thoughtful, proactive, and strategic to grow the customer portfolio as a key driver for expansion. Customer success needs to go beyond making customers happy at the moment of purchase to helping them achieve their desired outcomes over time.

1 Forrester, The Keys to Better Post-Sale Customer Relationships In 2022, 2021

2 Forbes, 15 Stats About Post-Covid Customer Service, 2022

3 American Express, Customer Acquisition vs Customer Retention Marketing, 2023

4 Corporate Visions, Eight Make-or-Break Customer Success Skills, 2024

5 Harvard Business Review, The Value of Keeping the Right Customers, 2014

6 Customer Success Collective, 10 trends that will shape customer success in 2023, 2023

opentext™

1 Journeys are AI and insight-led	2 Take a proactive approach
3 Customer support excellence	4 Adopt a total experience strategy

Four imperatives for customer success

Evolving customer success and optimizing the post-sale customer journey requires four key elements.

1. Customer experience journeys must be AI and insight-led

Business success today depends on how relevant you can be to your customers and employees at any given moment. AI and analytics are no longer a nice-to-have for brands striving for greater relevance and efficiency across all channels. Companies without a clear data-driven personalization strategy struggle to create journeys that are relevant, responsive, and encourage customer expansion and advocacy. Ensuring CX journeys are AI and insight-led allows organizations to drive proactive and prescriptive customer actions.

2. Communications must be proactive, not just reactive

Once a prospect becomes a customer, communications are more important than ever. When consumers buy from a favorite brand, they expect the company to know them—and to keep them in the know from onboarding, to enablement, to issue resolution.

Proactive customer communications keep the conversation going and enable personalized and continuous touchpoints for sharing information, alerts, and offers that provide value to the customer.

3. There must be a strong emphasis on customer support excellence

Sometimes things go wrong, and customers need help. It is no surprise that 94 percent of customers expect to interact with friendly and knowledgeable agents and to not to have to repeat information across channels.[7]

Contact center agents must be empowered to quickly resolve the problem and create experiences that make customers champions. Improved customer service and positive agent experiences are only possible when agents have a 360-degree view of their customers, including last actions taken, as well as access to colleagues and managers who can help.

4. A total experience strategy is required

When employees are engaged and motivated, they want to do their best work for customers. By ensuring that employees across all departments have the necessary tools and access to information to do their jobs effectively and efficiently, organizations help drive a positive employee experience, which leads to positive customer experiences.

7 CITE Research, on behalf of RingCentral, 2019

opentext™

A total experience (TX) strategy addresses both customer and employee experiences (EX) holistically. As organizations lean more on post-sale customer engagement to drive revenue, adopting total experience is essential to delivering end-to-end connected experiences for both employees and customers.

Elevate customer success with OpenText

OpenText helps maximize customer lifetime value as the only provider of a single platform that empowers teams to:

- Orchestrate seamless journeys across all stages, processes, and functions.
- Design and deliver journeys informed by CX data and insights.
- Auto-create empathetic, complex communications at scale through generative AI.
- Provide assurances that mission-critical messages are delivered to customers, suppliers, and partners.

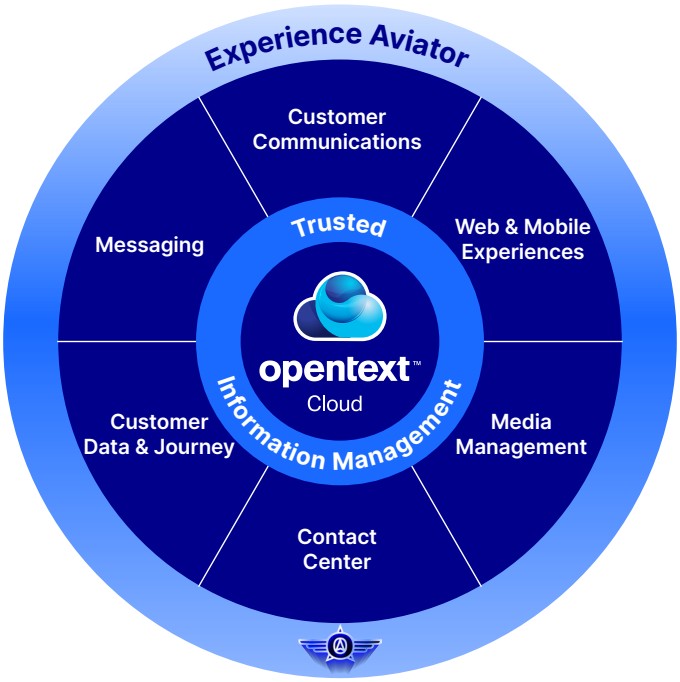
OpenText solutions for delivering customer success

Solution	Description
Customer Engagement Delivery	**Deliver consistent and unified experiences** Bring together communications, self-service web, and omnichannel messaging in a single unified platform. Through it, organizations can cost-effectively shift customer communications management to the cloud and from print centric to digital-first.
Conversational Experience Delivery	**Have relevant and timely conversations across the entire journey** Combine customer communications management with omnichannel messaging and journey mapping in one integrated solution. Design experiences centered around insights and data to continuously monitor customer engagement and drive the right actions. Teams can deliver communications via customers' channel of choice with assured delivery capabilities that alert to failures and automatically switch to another channel to resend.
Agent Experience Delivery	**Empower agents, employees, and partners** Bring together web portals, customer communications, agent voice recording, and speech analytics to empower the contact center in a single, unified UX. Systems, customer information, and real-time support combine to give agents a 360-degree view of the customer and access to colleagues who can help them. Improve experiences by leveraging customer and agent insights to score and measure agent performance and compliance at scale.
Healthcare Secure Delivery	**Access secure, actionable patient data in seconds** Healthcare organizations need to ensure patient data is made securely available, where and when it's needed. Through tight integration of intelligent capture and messaging, this solution identifies and extracts critical information from digital faxes and documents, securely routing it to the right person or system based on defined rules. Reduce operational costs, improve productivity, and eliminate human error, while improving patient experiences.

opentext™

- Web: OpenText Experience Cloud
- Video: Personalize the customer journey for all your digital channels
- Web: Smarter Total Experience
- Video: Total Experience – The strategy fueling enterprises for the future
- Blog: The total experience imperative
- Blog: Soar to new heights with AI-powered Experience Aviator

These solutions are available via the OpenText Experience Cloud, a fully integrated, holistic, composable platform that integrates experiences, media, communications, messaging, and data to deliver flawless experiences.



OpenText Experience Cloud

Through superior customer and employee experiences, automated insight-driven journey orchestration, and optimized post-sale customer engagement, companies are prepared to thrive in the experience-driven market.

Learn more about how to deliver a flawless customer experience throughout the customer lifecycle.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

Connect with us:

- OpenText CEO Mark Barrenechea's blog
- X (formerly Twitter) | LinkedIn

opentext.com/contact

Copyright © 2024 Open Text. All Rights Reserved. Trademarks owned by Open Text.
For more information, visit: https://www.opentext.com/about/copyright-information • 04.24 | 262-000100-001.EN