OpenText Communications with OpenText Core Messaging

Perfectly personalized communications with powerful delivery

Benefits

- Consolidate and simplify with a single, integrated solution
- Improve customer engagement and loyalty
- Reduce total cost of ownership for messaging creation and delivery

OpenText™ Communications (OpenText™ Exstream™) is a complete solution for creating, controlling and producing customer-centric communications. But, how can organizations deliver those perfectly personalized communications at the right time in the right format to the right customer?

Customer communications come in many forms, including email, SMS, voice and fax. Some organizations fall into the trap of choosing single point solutions for each of these communications, for example, vendor A delivers email, Vendor B delivers SMS, Vendor C sends voice messages and Vendor D distributes faxes. This creates an environment of fragmented, unconnected vendors adding unnecessary complexity and disruption.

Using a different vendor for each communication method causes several potential business problems and disjointed communications that lead to higher costs, customer dissatisfaction and confusion, including:

- Multiple vendors to manage, maintain and contact for support
- High total cost of ownership
- Poor customer experience
- Missed service-level agreements
- Fragmented messaging platforms with unnecessary complexity
- Limited visibility into transmission success/failure within OpenText Communications

- Lack of pre-built integration with OpenText Communications
- Limited tracking and capturing customer responses
- Customer confusion with disjointed messaging and inconsistent communications
- Multiple opt-out lists
- User training for multiple platforms
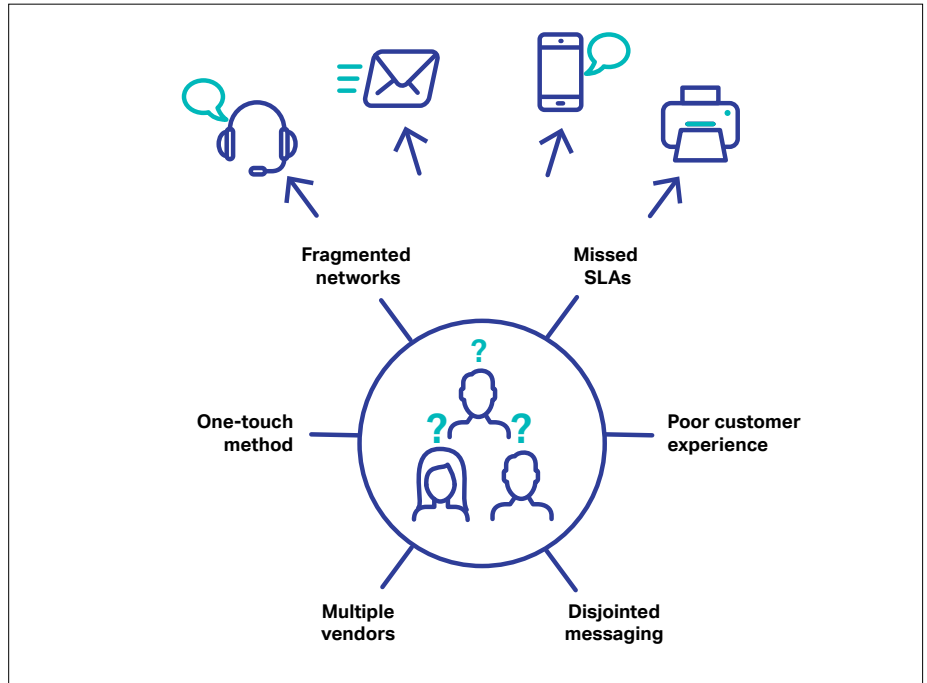
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Many companies have implemented OpenText Communications to reduce cost and drive additional business through customer-facing communications. These communications, and the data that feeds them and the exchanges between company and customer, are critical assets for strengthening relationships and fueling sales. Now, organizations can automatically tailor each customer's correspondence (e.g., bills, statements, notifications) with personally relevant information, even at high volume and high speed.

With better operational efficiency and direct control over content, business managers can react faster to market conditions and opportunities to increase loyalty and revenue. Informing and engaging customers with every communication deepens that relationship, improving the top line through greater share of wallet and the bottom line through more efficient processes and lower costs.

OpenText™ Core Messaging is an omnichannel messaging module for OpenText Communications, which strengthens the document creation and delivery process. The result is a powerful communications tool that makes business correspondence more productive and cost effective—with a single vendor. The integrated offering takes end-to-end document creation and delivery to the next level by automating the delivery of ad hoc and high-volume outbound communications with the method each customer prefers and will respond to, whether email, SMS, voice or fax.

Omnichannel messaging: A single, integrated solution for each method of communication improves customer loyalty, increases messaging effectiveness and lowers total cost of ownership.

Consolidate and simplify with a single, integrated solution

With a pre-built integration between OpenText Communications and OpenText Core Messaging, organizations can manage and maintain the creation and delivery of customer-centric messages through a single, integrated solution that supports a unified communications strategy, connecting them to all their stakeholders. The single, integrated solution improves workflow process control and simplifies the environment for greater agility and efficiency.

Improve customer engagement and loyalty

In today's digital world, customers expect to be instantly notified of key events in the format they prefer most. Whether using email, SMS, voice or fax, organizations can strengthen communications with end-to-end message creation and delivery to reach customers in the ways they are most likely to respond to improve engagement and response metrics.

Through a dedicated set of connections, organizations can build email, SMS, voice or fax messages before clearly specifying their output destination. This pre-built integration provides the highest level of visibility across the entire customer communications continuum to increase customer loyalty.

Case study: Bakkersland

Challenge

- High cost of fixed ISDN lines used for fax transmission
- Lack of error notification leading to supply chain interruptions
- No end-to-end visibility of order process
- User mistrust of system and lengthy manual checking

Products

- OpenText Communications
- OpenText Core Messaging

Value

- Lower cost with cloud-based solution
- Rapid return on investment in just one-and-a-half years
- Reduced risk with automatic error alerts
- Greater transparency and efficiency

Reduce total cost of ownership for messaging creation and delivery

Customers expect more immediate and personal communication. Organizations can meet a wide range of digital experience management demands, including multichannel delivery, content authoring/revision and advanced analytics with little to no reliance on IT. They can simplify vendor management with massive cloud-based scalability and the performance requirements needed for online business, all while reducing the total cost of ownership for message creation and delivery.

This OpenText cloud-based solution with global network coverage eliminates IT infrastructure costs, decreases administrative and customer service delays, speeds up cycle times and helps improve customer service, creating a competitive advantage.

OpenText Communications and OpenText Core Messaging help organizations develop discreet, personalized messages or mass communications with powerful omnichannel delivery. With results-driven metrics and visibility and tracking between the systems, this solution allows organizations to communicate more effectively with customers and stakeholders based on their communication preferences across all channels, creating a powerful engagement solution with a 360-degree view for the most effective and consistent customer experience.

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