

# Higher Impact at a Lower Cost with OpenText™ Communications Center

Strengthen relationships and drive incremental business

In today's digital marketplace, the customer is empowered like never before. Businesses need to exploit every opportunity to communicate as clearly and consistently as possible across every channel and medium; whether online or offline; on paper or electronically. With OpenText Communications Center, businesses create conversations with interactive correspondence, achieving dramatically better customer engagement and insight, leading to greater customer loyalty with higher profits and lower costs, whether in the cloud or on premises.

## Smarter Communications Improves Revenue and Streamlines Costs

### Enable business managers to drive business

Direct, hands-on connections to customer communications removes the lag time between seeing a business opportunity and acting on it. With familiar, web-based tools, business managers create and manage marketing messages and campaigns and the rules that deliver them to the right customer at the right time.

### Match the message to the customer

Whether it's welcome packs, order confirmations, delivery notices, invoices, or statements, personalized documents build customer loyalty. Even at high volumes and processing speeds, Communications Center personalizes every document, including cross/up-sell offers or other notices tuned to each customer.

### Let the customer control the conversation

Through simple self-service, customers can specify their preferred channels; print, fax, email, mobile, web, and other electronic channels. This variety of choice empowers customers and also gives you multiple channels for new services or business development initiatives.

## SUMMARY

---

*Most companies have yet to exploit the potential for driving additional business through customer-facing communications and for reducing their cost. These communications, the data that feeds them, and the exchanges between company and customer are critical assets for strengthening relationships and fueling sales. Now you can automatically tailor each customer's correspondence (e.g., bills, statements, notifications etc.) 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. This improves the top line through greater share of wallet and the bottom line through more efficient processes and lower costs.*

**Interactive content presentation**

Rich media, dynamic charts and graphs on communications not only provide better information, they create dialogues between supplier and client. Each touchpoint brings you closer to your customer, providing valuable insight and a better customer experience.

**Minimize the demand on IT**

Communications Center requires no changes to existing business systems, bridging legacy systems and processes to pull the data needed, protecting the integrity and respecting rules of governance. It enables rapid deployment of dynamic, feature-rich, secure applications that otherwise require hundreds of work hours to build. In addition, it significantly reduces the demand on IT to support the development and alteration of customer-facing documents, putting these capabilities into the hands of designers and business managers.

**A Powerful, Efficient, and Agile Work Environment**

With no change to your existing business systems, Communications Center provides a complete, integrated, enterprise-class environment that encompasses all three elements of document management: composition, process automation, and output.

**Interactive correspondence**

The rich Communications Center environment enables rapid, brand-consistent document design and creation and includes extensive control capabilities. It empowers business managers to rapidly and directly create content. Ordinary customer documents become powerful and well-designed one-to-one marketing channels. Interactive components, such as forms, graphs, and charts within the communication, allow the recipient to control what they see and express their preferences and comments through the document to their vendor, creating a deeper bond and better understanding of the needs of the customer and the vendor's solutions.

**Document process automation**

By drawing on the data that business systems already generate, efficiently create and deliver customized documents how, when, and where you need them. Centralize post-processing and distribution for easy management and enable the actual documents to be produced by different departments at different times and in different geographical locations across the enterprise.

**Enterprise output management**

Communications Center improves customer, partner, and supplier relations by streamlining document-intensive business processes. It supports simultaneous omni-channel distribution, which enables each recipient to specify how and when they want to receive a given communication; print, mobile, electronic, email, web, fax and SMS. Even at massive volumes and high speeds, every document appears in the form and format that each recipient prefers.

**Benefits of Communications Center****A stronger competitive edge**

The ability to work more personally with customers, even in regular, mass-distributed communications, is a strong competitive edge. Acquiring new customers can cost five times more than satisfying and retaining current customers, and a two percent increase in customer retention has the same effect on profits as cutting costs by 10 percent.<sup>1</sup> Yet, research shows that 68 percent of customers who defect do so because they feel unknown and unwanted.<sup>2</sup> This alone justifies efforts to connect more personally at every touchpoint and to create new and easy ways for customers to initiate and manage their own contact.

**Opentext Communications Center Solutions**

OpenText Communications Center solutions are designed for optimal flexibility and scalability, and packaged to simplify implementation and maintenance. Even at high volumes and processing speeds, Communications Center personalizes every communication, including cross-/up-sell offers or other notices tuned to each customer.

**Even at high volumes and processing speeds, OpenText Communications Center personalizes every communication, including cross/up-sell offers or other notices tuned to each customer.**

**ACCOLADES**

Since 2013, OpenText has been recognized as an industry leading provider of Customer Communications Management (CCM) solutions by analysis firms Forrester and Gartner, and most recently in "The Gartner Magic Quadrant for Customer Communications Software" published Dec. 21, 2015. The report found that OpenText is among vendors that "drive transformation in the CCM market."

[Read the report to find out how OpenText Communications Center compares to other vendors.](#)

<sup>1</sup> "Leading on the Edge of Chaos," Emmett C. Murphy and Mark A. Murphy.

<sup>2</sup> Ronald J. Baker, "Pricing on Purpose: Creating and Capturing Customer Value." (John Wiley & Sons, Inc.)

<sup>3</sup> "Companies Don't Succeed—People Do!" Graham Roberts-Phelps



The breadth of Communications Center functionality is available in two robust packages, which can work together or separately to meet very enterprise's needs:

- **OpenText™ Communications Center Enterprise (CCE):** The platform businesses have relied on for more than 20 years to more effectively design, create and manage externally facing communications across their entire enterprise. From high-volume transactional documents to one-to-many correspondences, CCE integrates with the back-end systems of record to create highly personalized and targeted messages that turn documents into dialogues.
- **OpenText™ Communications Center CRM:** The cloud-based solution empowering line of business users to quickly and easily generate quotes, proposals, contracts, service documents, written follow-ups to phone inquiries, and other high-quality personalized customer correspondence directly from within their CRM solution.

Additionally, Communications Center offers extensive, out-of-the-box integration into other OpenText solutions, including the OpenText™ Experience Suite Platform, OpenText™ Content Suite Platform, OpenText™ Process Suite, and the Analytics Suite and the Business Network.

Communications Center also offers integration into leading eSignature and eInvoicing from DocuSign® and TrustWeaver®.

### Increased revenue opportunities

Customers who feel valued stay longer, and are more inclined to expand their business relationship. Most surveys across industries show that keeping one existing customer is five to seven times more profitable than attracting one new one.<sup>3</sup> The ability to automatically present relevant cross and up-sell offers within the context of the customer's current circumstances can measurably improve the revenue stream.

### Lower operational costs

Straightforward, web-based services and a cutting-edge architecture simplify putting ideas into action. An easier, more efficient way to create and maintain document production and distribution— including providing self-service for customers to move at their own pace to much less expensive electronic distribution channels—further reduces costs. Giving business users hands-on control of important aspects of the customer experience across the spectrum of touchpoints relieves IT of much of the traditional burden of coding document-related functions.

In addition, by substantially improving the quality of document design and, therefore, the quality of communication, you can eliminate much of the confusion that triggers calls to customer service—an estimated 15 percent of calls are caused by documents that are hard to read and understand. The calls that must be made can be handled more efficiently because the representative works with exact electronic versions of the documents the customer receives, and has fast access to the customer's record. Better information means shorter, more effective calls—and cross and up-sell opportunities during the call.

## HOW IT WORKS

*With Communications Center, establish a modern communication processing environment in your enterprise.*

*Using data from your existing business systems (without requiring any changes to those systems), it dynamically generates the communications you use to run your business and correspond with your customers, partners, suppliers, and employees.*

*The traditional alternative, often replicated in multiple departmental-specific systems across the company, is a multistep process: each application requires separate business process definitions— from data collection to document distribution— which are duplicated for every document variation and each separate output format.*

*This requires multiple IT staff members with different application or system-specific knowledge and expertise. Furthermore, it is difficult to compose and/or compile documents from different sources, and time consuming to make changes.*

*Conversely, one master template per document type generates all variations (language, personalization, imagery, paper, electronic, mobile, archival, etc.), simplifying document development, production, and maintenance, and minimizing demand on IT resources.*

[www.opentext.com/contact](http://www.opentext.com/contact)