



OpenText™ Communications Center Enterprise enables you to quickly establish customer communications management capabilities

A Little Persuasion Brings Your Customers Closer

OpenText Communications Center Enterprise (CCE) is a member of the OpenText™ Communications Center (CC) suite of Customer Communications Management (CCM) solutions. CCE provides a single platform for the enterprise-wide design, deployment and multi-channel delivery of documents and correspondence, whether digital or conventional, in batch or on-demand, including interactive correspondence to turn documents into dialogues.

In a survey of 200 senior level marketing managers conducted by CEO Magazine in 2015, 71 percent believed customer satisfaction metrics were important. According to the study, higher customer satisfaction can be the key for any business to ensure consistent growth in sales and profit figures and helps turn it into a market dominator.

Customer Communications Management (CCM) is one solution that enables companies to present essential business information with interactive correspondence, to convert documents into dialogues and increase customer satisfaction.

The customer's experience at every touchpoint, from correspondence to call-center interactions, offers an opportunity to strengthen the relationship. The challenge is finding a way to efficiently leverage what you know about that customer in order to make even mass correspondence, like billing or statements, more personally valuable.

Resolving this challenge has two dimensions. First, how can you—in an innovative way—deploy the wealth of customer information in IT business systems? Second, how can you empower marketing, sales, and support/service to rapidly adapt customer communications to evolving circumstances?

One key tool is OpenText CCE, which is a complete solution for creating, controlling, producing, and using customer-facing documents driven by your business systems.

Leverage what you know about your customers by making broader and better use of the trove of customer information in your business systems.

BENEFITS

Companies using OpenText™ Communications Center Enterprise have consistently experienced benefits that include the following:

- *Faster turnaround for key business processes*
- *Significantly increased efficiency and throughput*
- *Support for new business opportunities*
- *More direct empowerment of business users and reduced demand and reliance on IT staff*
- *Better leveraging of existing IT and Enterprise Resource Planning resources*
- *Improved ROI across the enterprise*

Give business managers hands-on control to turn customer-facing documents into powerful marketing, sales, and customer-satisfaction channels.

Improve the customer's experience by automatically providing more personally relevant information at multiple touchpoints ranging from one-on-one contact to high-volume, mass-produced documents.

Leverage Your Customer Information

Business systems do a great job of generating regular customer communications. But the value of their reservoirs of customer information—current activity and the historical record—is locked inside the rigid processes of the classic IT environment.

With CCE, business systems continue to generate their output as if nothing has changed. After they've done their work, however, the difference is dramatic.

CCE accepts the normal output of business systems and then applies business rules to each customer's data to produce more personalized correspondence, even at high speeds and volumes. This enables you to realize greater value from what the enterprise knows about its customers.

Empower Business Managers

When it comes to marketing, educational, and informational campaigns, traditional time and resource requirements limit the advantage you can take of your regular customer communications.

Lead times and expense for inserts, for example, or programming needed to alter the format and content of invoices or statements limit the number and variety of campaigns you can initiate. You may see an opportunity but can't capitalize on it because the window is too short, the support resources are committed to other tasks, or the customer segment is too small a target for traditional effort and expense.

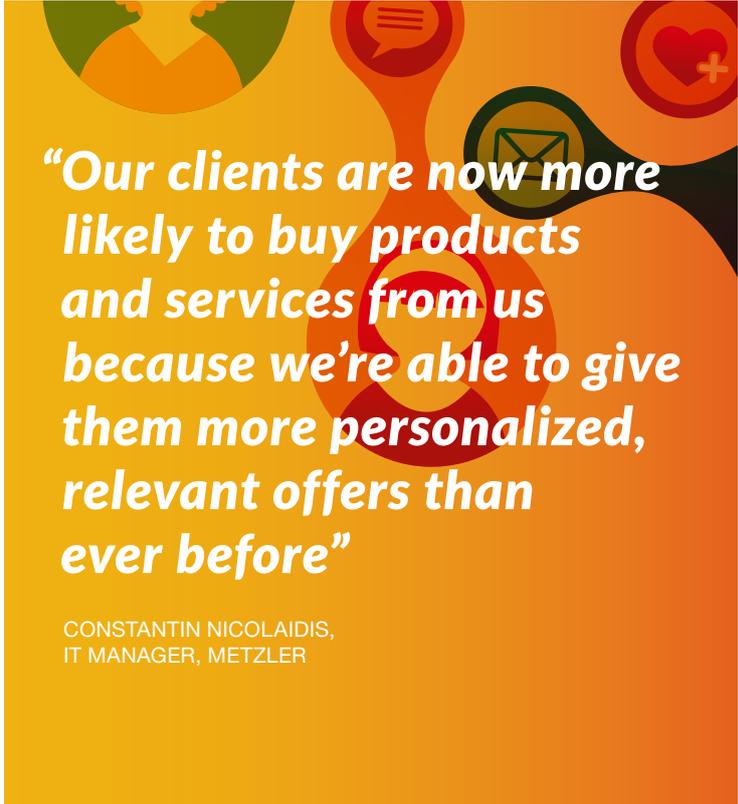
CCE alters this equation by putting more power directly in the hands of business managers. They can create content to be embedded in customer correspondence and can define the business rules that direct when and for whom that content will be included.

Because the information is embedded right in the correspondence—this is often called transpromo material—there is virtually no added expense or production time. And because the automatic decision of what to embed is based on each customer's profile and data, even tiny customer segments can effectively be served with personally relevant information.

Improve the Customer Experience

All of us respond well to personalized treatment. That's the essential idea of customer communications management and it's a primary value of CCE.

In written communication, personalization now goes well beyond the rudimentary "Dear [customer name]." Even companies with a massive numbers of customers—utilities and financial services, for example—now include informative and motivational information right in their regular correspondence. This includes graphs of



“Our clients are now more likely to buy products and services from us because we’re able to give them more personalized, relevant offers than ever before”

CONSTANTIN NICOLAIDIS,
IT MANAGER, METZLER

usage versus neighbors, recommendations for different services or more appropriate plans, suggestions for better returns or lower cost, and the like.

Personalization also extends to how the document is delivered. Based on the customer's profile, CCE produces the form that each customer prefers—paper, electronic, web, fax, etc. With self-service options, each customer can note their preference and change it at will.

Personalized delivery is a double win for the enterprise. First, it demonstrates that you're listening to your customers and accommodating their wishes. Second, the overall mix has zero impact on production schedules. CCE automatically generates all of the documents, regardless of format, in one consolidated production run that is neatly organized for delivery through the appropriate channels.

In personal contact—call center conversations, for example—the representative can view an exact copy of the document the customer received. This helps get to the matter at hand—and its resolution—much faster because there is no confusion about where the question lies. At the same time, the representative sees any personally relevant cross- or up-sell offerings of which the customer can take advantage.

Across the spectrum of customer communication, wherever a document can reinforce the personal touch, Communications Center Enterprise delivers. It ensures that what the customer receives at any given touchpoint is relevant in that context and to the customer's current status.