



OpenText Experience Suite

Orchestrating Adaptive Content for Omni-Channel Experiences

Interactions with technology and customers have evolved to new heights. Organizations that create a rich and consistent digital presence across many channels will thrive in the global marketplace. The challenge is to extract value from managed content, optimize and personalize that content delivery, and bridge the chaotic interactive world with the secure data repositories that reside behind the firewall. In today's customer-centric era, brands must deliver compelling and engaging experiences fueled by a contextual understanding of their global customers, all while adhering to established information governance policies and standards.

The Evolution of the Customer Experience: The "Age of the Customer"

Customer interactions have changed over the years. In the 1900s it was the Age of Manufacturing, which translated to whoever owned the factory, owned the market. By 1960, in the Age of Distribution, business started globalizing in developed countries and retail commerce moved with the population to the suburbs. The internet brought us the Age of Information, helping companies embrace global manufacturing supply chains, and marking the dawn of eCommerce. Today, we are in the Age

of the Customer. The organization that can survive technology-fueled disruption- mobile phones to intelligent home thermostats — and have an obsession with understanding, connecting with, and serving customers will win.

Rise of the Customer

Technology has made buyers smarter and employees empowered; with online reviews and mobile web access, customers know more about a company's products, service, competitors, and pricing than the organization may know itself. A consumer expects a tailored experience and in some cases acts as an advocate for the

BENEFITS OF OPENTEXT EXPERIENCE SUITE

Put Information in Motion

- Relevance- deliver the most relevant content for the user-context
- Single Access- aggregate content into a single source
- Orchestrated Process- track content from Creation to Consumption

Create an Interactive Experience

- Adaptive Cross-device experience- content is rendered for a specific device or channel
- Personalization- incorporate individual preferences into the experience
- Channel-based Analytics – refine the experience with direct insight from the channel and user

Encourage Network Effects

- Social Channel- publish content to social sites and encourage content sharing
- Enhanced Profiles- segmentation and targeting of content
- Developer framework – build industry and role based business applications on demand

Single-channel -> multichannel -> Omni-Channel



brand. Companies need to address the entire customer journey and help promote conversations in non-traditional marketing outlets: intelligent cars, personalized feeds like Flipboard or social recommendations. Due to the explosion of contact points at each stage of the buyer's journey, companies should look to implement a complete information strategy that develops a local and individualized customer experience at each point of interaction.

Adopting a Digital Enterprise

The digital revolution has permanently changed the global economy. It has increased the complexity of managing a consistent brand presence across languages, cultural expectations and governmental regulations. As we move forward into a world of pervasive connectivity and new ways of interacting that go beyond point and click, we need to evolve our thinking toward holistic Omni-Channel experiences that incorporate information flows across the business. The strategic CIO has an opportunity to harmonize the technology applications with the customer experience across every department in the organization.

For digital marketers, they are facing an explosion of rich media and social feedback that promises real-time intelligent marketing. Today, everyone is a content creator and an individually targeted consumer. Realizing that marketing cannot, and should not,

own the creation of all the content they need, they turn to earned media – curating the best content from end-consumers themselves.

Evolution to an Omni-Channel Brand Experience

Embracing the shift to a customer-centric approach means providing a consistent digital experience across all channels – designing content and services delivered for each specific touch point and aligned with customer needs and the business. User interaction has evolved from a single channel experience (single message for a single channel) to a multi-channel experience (different message for each individual channel) to an Omni-channel experience (single message shared across different channels). Omni-channel marketing becomes the practice of developing, distributing and monetizing a carefully coordinated messaging across multiple mediums in a way that is mindful, contextual, consistent and dynamic. A consistent experience across channels is one that:

- maintains data consistency: a “single version of the truth” in which all of the channels draw on the same knowledge-base and the same customer profiles
- presents a unified style, tone voice and visual consistency
- offers a continuity of memory and experience throughout the customer journey

Each device or interaction should minimize disruption of switching channels. If a shopper enters a retail store, for instance, an employee should know as much about the shopper purchase history and current inquiries as an agent on the phone or the system behind a personalized website. Customers don't see individual devices or channels; they look for a consistent and familiar brand experience.

The OpenText approach to developing a global digital experience strategy is to harmonize three concepts – **adaptive content management, orchestrated information flows, and compelling Omni-Channel experiences**. Applying these concepts, organizations can develop and implement their brand experience strategy with coordinated people, content and processes.

Adaptive Content Management

Customers do not interact with organizations through a single department, so why would a single source of data give a complete picture of the customer? To develop and implement a customer experience strategy that's Omni-Channel, companies need to gather insights from multiple data points including:

Traditional Touch Points: Print, receipts, invoices

Digital Touch Points: Social networks, email, and websites

Interactive Touch Points: Call centers, loyalty programs, and mobile applications

Aggregating all of this insight into a single secure access point, minimizing duplication of content and processes, allows organizations to properly optimize the content creation and publication to the channel that is most effective for the consumer.

The adaptive studio can best help marketers fuel the conversation and continue an ongoing rapport with the shopper, investor, patient, etc. when the content is delivered in the right format. With capabilities like Responsive Design, a single video can dynamically be rendered to fit the screen of a handheld tablet to the largest stadium jumbotron. An adaptive design will extend the experience with closed captions or play the audio in the viewer's preferred language. The power is in adapting the content to fit an individual's form, tone, location or style without burden to the content creator.

“Create and Curate, Manage and Monetize information across a Create-to-Consume process”



Orchestrated Information Flows

Adopting an Omni-Channel customer strategy requires new thinking about the process of creating and publishing content to the multitude of devices and channels. Different corporate departments – research and development, marketing, sales and support – often present a different experience for the customer. The purpose of orchestration is to deliver the customer a consistent experience across different contextual interactions, no matter how they entered the conversation.

1. **Create** – Plan, create and curate content from multiple sources, apply translations and archive for future reference
2. **Publish** - Set up processes to ensure that revisions and approvals are completed and adhere to governance requirements when targeting content for different channels
3. **Measure** – Capture customer experience metrics, review the results
4. **Adjust** – Adjust the content itself or its destination, device or customer preference based on feedback
5. **Consume** – Encourage sharing and viewing of content in different forms outside of your control

The “create once, publish many” methodology has evolved to “curate once, share unlimited” approach. The design process for Omni-Channel experiences should recognize that new channels will continue to emerge. Companies will need to work smarter in curating content that can deviate from the initial plan, allowing it to be reused and refactored to work in multiple instances.

Compelling Omni-Channel Experiences

Finally, delivering the most compelling digital experience requires content to be relevant, contextual and rendered correctly in every channel, device or stage the customer wants to view it. Concepts like responsive design free the content owner from worrying about how the end user will view the information – the creator can see it in real-time in multiple device renditions. Yet, it is not just the view of the content that makes a compelling experience come alive; it is the type of content and its correct form. With the rise in video and rich media, content authors should choose the right form for the content: a video that captures an emotional story vs. a listing of store hours in text form on the website.

Omni-channel experiences also need to interlock. The ability to provide tethered syndication allows each touch point to talk to the other available touch points to ensure the best experience possible. This could include automatic login via Facebook or sharing customer call center data with the website to synchronize product ordering status. Physical forms of communication, like invoices, have transitioned traditional document presentation into interactive, dynamic communications tied to “time-to-market” goals.

Evolution from Customer Experience Management to the Experience Suite

Many organizations today are adopting a digital experience framework and implementing components of a Customer Experience Management (CEM) solution – web, mobile, social, media or communications based product set. Embracing a true Omni-Channel strategy requires business to take digital relationships to the next level, creating rich and interactive experiences that comply with information governance requirements. This necessitates a platform of interlocking capabilities that can be architected to work seamlessly together

and easy for the business or content author to use. Designing a high-touch, universal experience that is consistent and relevant to the individual, capturing them at the moment they want to engage, at their location and on their timeframe is the purpose of the adaptive OpenText Experience Suite platform.

The Experience Suite platform from OpenText offers a media library to house digital assets during the creation/curation process. It also leverages a web experience intelligence engine to keep track of where a particular piece of content has been shared and keep the destination place updated to changing content. The platform can access an application gateway, a set of tools called OpenText AppWorks, to build mobile, web or print based applications. Developers can augment the base Experience Suite platform to deliver industry or functional specific business applications. Built on open standards like HTML5 and responsive design capabilities, the end user can implement true Omni-Channel pathways.

Orchestration is Achievable

Companies face real challenges in understanding how to orchestrate the best local contextual experiences throughout the global customer journey. By developing an effective customer experience strategy that incorporates adaptive content, orchestration, and contextual experiences, innovative organizations can provide benefits to customers and drive overall business success. OpenText Experience Suite has the potential to activate information that is at rest and find new connections to data previously untapped. Video, rich media and personalized, relevant content can be created collaboratively, published seamlessly and shared ubiquitously to surprise and delight customers at every turn. OpenText is uniquely positioned to facilitate the digital relationship between an organization and its users by intelligently activating the right channel for the user from a number of available channels accessible by the Experience Suite. ■



"Digital marketing and IT investments will shift toward projects that help fuel the conversation with the customer."

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