

Higher Impact, Lower-Cost Customer Communications

Strengthen relationships and drive incremental business

OpenText StreamServe is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Smarter communications improve both the top and the bottom lines

Enable business managers to drive business. Direct, hands-on connections to customer communications remove the lag time between seeing a business opportunity or necessity 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, OpenText StreamServe personalizes every document, including cross/up-sell offers or other notices tuned to each customer.

Let the customer control the delivery. Through simple self-service, customers can specify their preferred channel; 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.

Simplify the demand on IT. StreamServe requires no changes to existing business systems. 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, StreamServe provides a complete, integrated, enterprise-class environment that encompasses all three elements of document management: composition, process automation, and output.

SUMMARY:

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

Document composition: Ordinary customer documents become powerful and well-designed one-to-one marketing channels. The rich StreamServe environment enables rapid, brand-consistent document design and creation and includes extensive control capabilities. It empowers business managers to rapidly and directly create content such as marketing messages, campaigns, and cross-/up-sell offers, and to control how and when this content is included in correspondence.

Document process automation: Drawing on the data that business systems already generate, StreamServe efficiently creates and delivers customized documents how, when, and where you need them. It centralizes post-processing and distribution for easy management while enabling the actual documents to be produced by different departments at different times and in different geographical locations across the enterprise.

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

As a result, you can enjoy the following benefits:

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.¹ Yet, research shows that 68 percent of customers who defect do so

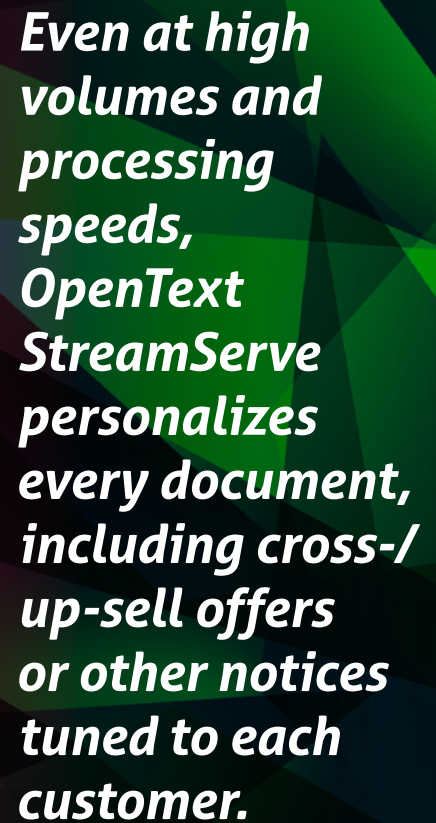
because they feel unknown and unwanted.² This alone justifies efforts to connect more personally at every touchpoint and to create new and easy ways for customers to initiate and manage their own contact.

Increased revenue opportunities. Customers who feel valued stay longer, and they are more inclined to expand their business relationship—and most surveys across industries show that keeping one existing customer is five to seven times more profitable than attracting one new one.³ 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 equipping you to substantially improve the quality of document design and, therefore, the quality of communication, StreamServe eliminates 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 rep 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.



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How it works

- StreamServe establishes a modern document processing environment in your enterprise. Using data from your existing business systems (without requiring any changes to those systems), it dynamically generates the documents you use to run your business and communicate with your customers, partners, suppliers, and employees.
- The traditional alternative, which still exists in many enterprises, is a multi-step process: each application requires separate business process definitions—from data collection to document distribution—that is 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's 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 (paper, electronic, mobile, archival, etc.), simplifying document development, production, and maintenance, and minimizing demand on IT resources.

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

2. Ronald J. Baker, "Pricing on Purpose: Creating and Capturing Customer Value." (John Wiley & Sons, Inc., 2006)

3. "Companies Don't Succeed—People Do!" Graham Roberts-Phelps

