

# Higher Impact at a Lower Cost with Customer Communications Management

Strengthen relationships and drive incremental business

**Customer Communications Management (CCM)** from OpenText provides the power and flexibility to address the enterprise-wide needs of business to streamline transactional communications, share personalized information and speak with customers, partners and employees with one voice, in a more consistent, dynamic and influential way. Based upon industry-leading OpenText StreamServe products, CCM helps to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

## Smarter Communications Improve Revenue and Streamline Costs

### 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, CCM 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

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*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.

CCM requires no changes to existing business systems, bridging legacy systems and processes to pull the data needed, protecting both 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, CCM provides a complete, integrated, enterprise-class environment that encompasses all three elements of document management: composition, process automation, and output.

#### Interactive Correspondence

The rich CCM 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 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

CCM improves customer, partner, and supplier relations by streamlining document-intensive business processes. It supports simultaneous omni-channel distribution that 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.

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

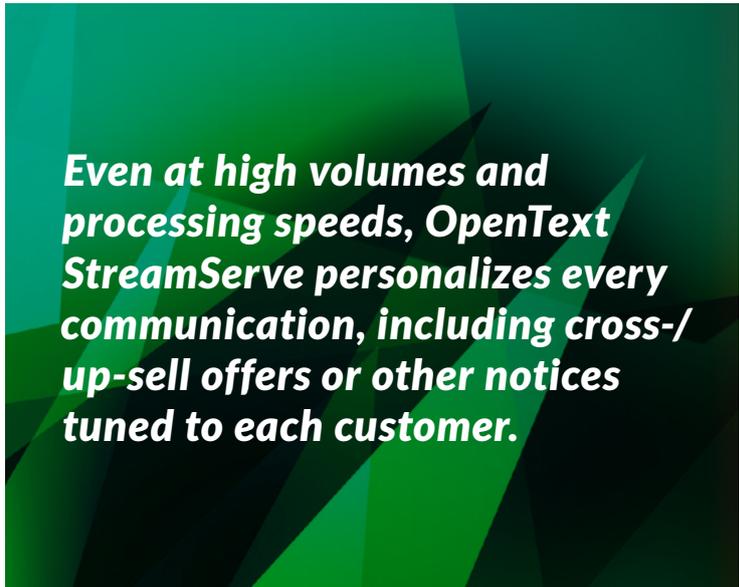
<sup>2</sup> Ronald J. Baker, "Pricing on Purpose: Creating and Capturing Customer Value." (John Wiley & Sons, Inc.)

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

## Benefits of Customer Communications Management

### 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.



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

## OPENTEXT CCM SOLUTIONS

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

*The breadth of StreamServe functionality is available in three simple components to meet every enterprise's needs:*

- **StreamServe Base:** Includes all essential components for the design and delivery of personalized communication
- **High-Volume Communications:** Designed for high-speed, high-volume document creation and distribution
- **Interactive Correspondence:** Meets the needs of communications professionals, from marketing and sales to support, whether ad hoc, on demand or multi-channel.

*Additionally, StreamServe offers extensive, out-of-the-box integration into other OpenText solutions, including the Experience Suite, Content Suite, Process Suite and the Trading Grid.*



**Increased revenue opportunities.**

Customers who feel valued stay longer, and they 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 CCM, 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—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 (language, personalization, imagery, paper, electronic, mobile, archival, etc.), simplifying document development, production, and maintenance, and minimizing demand on IT resources.

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NORTH AMERICA +800 499 6544 • UNITED STATES +1 847 267 9330 • GERMANY +49 89 4629-0  
 UNITED KINGDOM +44 (0) 1189 848 000 • AUSTRALIA +61 2 9026 3400