OPENTEXT

Engaging Your Customers Through Dynamic Web Content Management

How web experience management can help you reach and keep your customers

Experience Is Everything

Why customers leave your website–and how to keep them engaged

1 Engage with Responsive Design

Building consistent, effective, and dynamic customer web experiences

2 Create Compelling Experiences

How to take engagement to the next level and exceed your customers' expectations

3 Connect with Omni-Channel Delivery

Digital tools can help you reach your customers across omni-channel touch points

Experience Is Everything

Why customers leave your website—and how to keep them engaged

Today's consumer has evolved. They are smarter, tech savvier, more connected, and more empowered than ever before. When it comes to web experiences, they expect your brand to know who they are, what device they're on, and what messages they want to hear—and then to deliver an experience tailored to them.

These new expectations mean customers have more reasons than ever to leave your website or ignore your messaging; and brands are changing their web content management strategies accordingly. Recent industry analyst research indicates that, since 2012, focus on the customer has become a top corporate objective for organizations. Customer experience management will continue to increase in importance as businesses realize the value it can bring.

To meet your customers' expectations, your brand needs to implement a content management system (CMS) that provides the tools you need to deliver genuine, compelling experiences tailored to your customers and their mobile lifestyles. Learn three reasons why your web experience management system isn't engaging your customers— and how to truly capture their attentions.

Here are the top three reasons why customers are leaving your website—and how to get them to stay.

REASON NO. 1: Your customer experience is disjointed
SOLUTION: Be consistent with responsive design

As your customers move across devices and channels, does your messaging move with them, or is it disjointed?

With users becoming more and more mobile, a consistent experience is vital. For instance, if a customer visits a retail website on a desktop but then changes to a tablet or a phone

at the time of purchase, the website needs to maintain the same look, functionality, and content as the desktop version.

One new approach to web development helps organizations accomplish this: Responsive design supports a device-agnostic website and continuity of a customer's web experience. Content management systems with responsive design capabilities mean your website will automatically adjust to your customers' various browser sizes, ensuring they always see your content the way it's meant to be seen. With responsive design, you can ensure your users have consistent experiences across any device and platform, without using up valuable resources to maintain multiple versions of your website.

It's never been more important for your organization to provide a consistent, contextualized, and content-centric customer experience. Although creating responsive websites that engage your audience is not an easy task, businesses that make the upfront investment in the right CMS software now can gain a competitive advantage in the coming years. **Learn More »**

REASON NO. 2: Your content is missing the mark
SOLUTION: Deliver truly compelling and contextual experiences

Customers today seek out content and experiences that resonate with them. If you're not delivering the right messages at the right time and in the right place, you may be missing your opportunity to connect with your customer.

Delivering compelling customer experiences is one of the best ways for an organization to connect with its customers and differentiate itself from its competitors. Successful brands create compelling experiences in two key ways: By delivering tailored content across omni-channel touch points, and by engaging their consumers through content marketing.

Tailored, contextualized content is highly personalized, anticipating the needs and buying behavior of each consumer to offer tailored products or services at the most opportune moments to buy. To give your customers the contextualized experience they want, organizations need to implement CMS software that considers three tiers of data: historical (buying behavior or pathways through a website), situational (geo-location), and demographic (profile-based), as well as the device the customer is on.

Brands also need to engage their customers on a genuine level by taking a content marketing approach. This includes listening to what customers are saying, engaging in conversations, building brands through relationships, and refining the experience with digital technology. Effective content marketing strategies produce content that is relevant to the audience and distributed on the appropriate channels and devices.

Delivering highly relevant content that is tailored for the individual and optimized for the device they're using gives organizations opportunities to build brand loyalty and long-term relationships with customers. **Learn More »**

REASON NO. 3: You're not where your customers are

SOLUTION: Keep up with an omni-channel approach

Not long ago, cross-channel marketing involved a combination of print advertising, radio and television spots, direct mail, email campaigns, and pay-per-click advertising. But consumers have grown skeptical of traditional marketing such as billboards and television ads. They want to interact with the brands they like when and where they want.

Today, reaching consumers requires a complex, multifaceted approach across many channels and devices. According to research from Aberdeen Group, 65 percent of businesses today use at least six channels to engage with their customers—and best-in-class companies use seven. Device proliferation and trends such as the consumerization of IT have made it more difficult for organizations to keep up with their customers. But if you're not delivering the right content in the right context the first time, you may lose your chance to connect with your customer.

An omni-channel content delivery strategy optimizes customer experience at every touch point, ensuring the consistency and relevancy of messages that are delivered across multiple touch points. This approach paired with the right CMS systems achieves superior results in return on marketing investments, customer satisfaction, and company revenue.

Each new technology creates a new customer touch point—and another opportunity for brands to interact with, engage, and learn about their customers. Leveraging multiple channels increases the opportunity to improve conversion rates. This gives you the ability to nurture brand advocates who promote your brand in their social circles. **Learn More »**

Using Digital Tools to Create a Positive Customer Experience

For brands that want to be consistent, be compelling, and be wherever their customers are, traditional web content management systems no longer fit the bill. The broader capabilities of Web Experience Management (WEM) systems facilitate the management and optimization of experience across all channels and platforms, including the Web, mobile phones, social networks, tablets, television, catalogues, in-store purchases, and more.

Integrated WEM systems give organizations the ability to deliver content in engaging, contextualized, and personalized ways. WEM content software satisfies consumers with:

- Integration into enterprise tools and systems that can aggregate and cull together all data for a complete 360-degree view of the customer

- Analytics and faceted search, which offer up predictive suggestions and real-time customer insights

- Social media that tailors experiences to suit each unique customer

- Rich media that is immersive, targeted, personalized, and delivered on-demand ■

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To find out more about WEM systems and how OpenText can help your organization deliver positive customer experiences, visit:
www.opentext.com/experienceWEM

Engage with Responsive Design

Building consistent, effective, and dynamic customer web experiences

Today's customers have adjusted their expectations when it comes to web experiences. With more sophisticated tools and a myriad of available devices, customers can be anywhere and on any device when connecting with you. They expect you to respond to them immediately, and to know who they are and what they prefer. That's why it's more important than ever for your organization's content management system to provide a responsive web experience that is consistent, contextualized, and content-centric.

BENEFITS

- Control the viewing experience from a single web experience solution
- Promote a device-agnostic website with information continuity
- Empower marketing to build dynamic compelling experiences without IT burden

With these new customer expectations comes a new approach to web development. Responsive design is the answer to enhanced customer web experiences, as well as reclamation of web developers' time. By moving beyond web content management and implementing a Web Experience Management (WEM) system with the ability for your website to adjust to your customer's various browser sizes, you ensure that customers view your website the way it is meant to be seen, regardless of the device or platform they are using. With responsive design, your website can support different screen sizes, adaptive layouts and navigation, search engine friendliness, and selective content experiences by device.

So why is this significant? WEM responsive design allows you to control the customer experience without having to maintain multiple versions of your website and use valuable resources to achieve that control. What used to take a developer many hours of coding to accomplish and, in some cases, the design and maintenance of a separate mobile site, can now be managed by a single web experience solution. All information and assets, including images, videos and animations are automatically resized and adjusted to enhance the customer's viewing experience. This allows your business to look its best, every time.

Ensure Consistency Across All Devices

The basic principle of responsive web design is simple: display information, including content and images, in a way that matches the size and capabilities of the device being used. It's the recognition that a design should look great on a desktop or laptop with a big screen; as well as on a phone or a tablet with a smaller screen.

Designing a website that adjusts to different screen sizes and devices can be a complex task without the proper tools. In practice, it involves making changes such as, reducing the number of columns in the layout, eliminating supporting elements, reducing or eliminating graphical elements, shrinking the size of items, reworking navigation options, simplifying page designs, or adding mobile-specific features – all of which can be very cumbersome to develop and maintain.

As customers become more mobile, the consistent experience also becomes vital. For example, if a customer visits a retail website on a desktop but then changes to a tablet or phone at the time of purchasing, the website needs to maintain the same look, functionality and content as the desktop version. Responsive design promotes a device-agnostic website and the continuity of the customer's web experience.

A Single Site for All Web Experience

In recent years, the solution to a consistent web experience was the creation of multi-purpose sites, i.e. separate mobile web sites would be created to enhance the mobile browsing experience. Although this approach created faster, agile sites, managing multiple versions of the website, including separate analytics, metadata, keywords, language translations, etc., became a cumbersome task for any web development and marketing team.

With WEM systems and responsive web design, businesses can return to the model of managing a single site that caters to all device platforms, sizes and resolutions. The ability to manage a single instance of the web page (URL) makes it easy for marketers to manage metadata, search engine keywords, standard language translations, and mobile formats – all of which further enhances site analytics and data collection.

Minimize Costs and Gain a Competitive Edge with Early Adoption

Responsive design makes content contribution and consumption simpler than ever before – with lower costs and reduced risk. Without multiple websites to maintain, the management of your website can be streamlined and effectively sustained. Additionally, updating a webpage takes less time, with fewer chances of errors or missed pages, when developers only have to update, change, and track one instance of the website.

Ultimately, responsive websites are the first step to providing customers with more contextual, compelling and consistent experiences. According to Forrester Research Inc, focus on the customer experience has become a top corporate objective since 2012 and will continue to increase in importance as businesses realize the value it can bring.[1] Although creating responsive websites that really engage consumers is not an easy task and comes with various challenges, businesses that make the upfront investment now can gain a competitive advantage in the coming years. ■

[1] Bodine, Kerry and Rogowski, Ron. "2013 Customer Experience Predictions." Forrester Research Inc. January 3, 2013

"As customers become more mobile, the consistent experience also becomes vital. Responsive design promotes a device-agnostic website and the continuity of the customer's web experience."

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To find out more about responsive design and how OpenText can help, visit:
www.opentext.com/ responsivedesign

Create Compelling Experiences

How to take engagement to the next level and exceed your customers' expectations

Best-in-class companies focus on creating a compelling brand experience at every touch point. Providing consistent and relevant customer experiences across all communication channels increases brand loyalty and profit margins, while reducing costs.

Today's consumer has evolved. They are smarter, technically savvy, and always connected. They're skeptical about traditional marketing tactics like television advertising, magazine ads, billboards, and direct mail. Instead, they're turning to peers for recommendations about products and seeking out more genuine experiences with the brands they like. Consumers are having online conversations about their brand experiences, good or bad. They're becoming more transparent with their needs, wants, and doubts – and much of this is happening online.

The web has empowered consumers, giving them new methods for finding, researching, and buying products. Customer experience has evolved into a digital experience. While marketers are challenged by the number of digital channels available for distribution and consumption, (the Internet and mobile apps), there are more opportunities to deliver immersive, omnipresent, and more fulfilling brand experiences.

Consumer expectation runs high for tailored, adaptable, and even predictable digital experiences. This is called "contextualization" and it defines digital experiences that adapt to a consumer's context[1]. Content is personalized, anticipating the needs and buying behavior of each consumer to offer location-based products or services at the most opportune moments to buy.

To deliver a contextual experience, organizations use content management systems with tools that combine historical (buying behavior orpathways through a website), situational (geo-location), and demographic (profile-based) data. Relevant content is delivered to consumers based on preference, past behavior, and the device they're using. For example, an in-store experience meets the digital experience, as retailers deliver targeted advertising and use data from the nearest store to encourage a customer to make an online purchase for pick up later. Delivering highly relevant content, tailored for one select individual, gives organizations opportunities to build brand loyalty and long-term relationships with customers.

Brand Experience Drives Differentiation

In a competitive marketplace, delivering compelling customer experiences is one of the best ways for an organization to differentiate itself from its competitors. In the digital world, marketers use a range of platforms to set the stage for the customer experience. The marketing toolbox has grown to incorporate new devices (mobile), channels (social), and types of media (rich media) into its programs. The CMO of today needs to embrace disruptive technologies like the cloud and social networks to follow their customers, listen to what they're saying, engage in conversation, build brand through relationship, community, and experience, and refine the experience with digital technology. Digital technology has become a key enabler in the delivery of more relevant and richer brand experiences.

In a truly customer-centric organization, creating compelling experiences requires a holistic approach as cross-functional teams work to deliver a unified experience across multiple touch points. In our retailing example, attracting customers via television, magazines, or social media with a consistent and relevant brand experience can help increase brand retention. Teams and departments are aligned around customer segments to ensure that compelling experiences are delivered throughout the customer lifecycle.

A compelling customer experience is imperative with "the voice of the customer" programs, and the CMO must lead this charge. As they strive to improve customer experience, marketers will focus on the technologies and programs that have the greatest impact and return on investment. This includes digital technologies like social networks and rich media support, along with a content marketing approach. A combination of rich media delivered on social channels engages the customer and can be more impactful than traditional campaign messaging. Effective content marketing strategies develop content that is relevant for target markets and deliver it on the appropriate channel or device. Delivering relevant, personalized, and contextual content throughout the customer lifecycle fosters a long-term, high value relationship with customers, and converts one-time customers into brand evangelists.

Customer Centricity Starts Inside the Firewall

As we move into the era of digital customer experience, C-level executives are identifying customer experience as a strategic priority. Seamless customer interaction doesn't happen by accident. Successful brands connect employee and channel engagement with the appropriate customer experience. CIOs are responsible for providing consistent customer support using innovative technologies like rich Internet applications, rich media, collaboration tools, social media, and information management.

Creating a consistent customer experience starts inside the firewall. As the CIO focuses on providing positive experiences for employees, the IT departments is moving beyond just

supporting the technology to embracing the vast benefits of a well architected technology platform to create the compelling experiences that lines of business are eagerly waiting for. Engaged employees are more satisfied, productive, and aligned with corporate objectives. Companies that engage all parts of their organization—from back-office staff to frontline employees—are more likely to deliver compelling brand experiences than companies that take a piecemeal approach.

Digital Tools Create Compelling Experiences

To deliver truly compelling experiences, organizations need to easily and cost-effectively provide relevant, consistent and dynamic content. Traditional Web Content Management (WCM) systems no longer fit the bill. A richer and broader range of capabilities is needed.

Integrated Web Experience Management (WEM) tools give organizations the ability to deliver content in engaging, contextualized, and personalized ways. WEM systems satisfy consumers with:

- Enterprise integration that allows for the combination of structured and unstructured content to bring data to life for the end user, extending traditional document and content management to users, for example.
- Analytics and faceted search which offer up predictive suggestions and real-time customer insights.
- Social media that tailors experiences to suit each unique customer.
- Rich media that is immersive, targeted, personalized, and delivered on-demand. ■

Connect with Omni-Channel Delivery

Digital tools can help you reach your customers across omni-channel touch points

In this era of customer engagement, marketers have the distinct opportunity to interact with and grow their community of brand advocates. How? By implementing an effective omni-channel delivery strategy that optimizes customer experience at every touch point.

As an integral part of your brand's digital marketing strategy, a Web Experience Management (WEM) solution ensures all of your brand's publishing points are aligned to produce an experience that delights customers and keeps them coming back.

Engage Your Customers Wherever They Are, However They Want

Not long ago, cross-channel marketing involved a combination of print advertising, radio and television spots, direct mail, email campaigns, and pay-per-click advertising. Today, reaching consumers requires a complex, multifaceted approach across many channels. New technologies such as social media platforms and mobile devices have been added to the mix—creating new customer touch points with increased interaction, information, and opportunities to engage.

Delivering a compelling brand experience requires a creative approach and dynamic WEM content software that unites experiences across all channels while addressing a specific customer need.. As the lines blur between online and offline worlds, marketers are focused on getting it right: delivering the right experience to the right customers at the right time and on the right device.

Organizations that were once focused on optimizing experiences with a multi-channel approach are now transforming their brands through effective omni-channel strategies. What's the difference? Multi-channel publishing pushes content to users regardless of their device. Omni-channel delivery takes this one step further and goes beyond the device, focusing instead on consumer needs and behaviors. An omni-channel strategy provides consumers with a consistent brand experience based on not only the device they're using but also the location they're in, the time of day, and other factors.

Leveraging New Technologies and Devices

Recent research from the Aberdeen Group shows that 65 percent of businesses today are using at least six channels to engage with their customers. Best-in-class companies use seven channels and are laser-focused on ensuring the consistency and relevancy of messages they deliver across multiple touch points. This approach achieves superior results in return on marketing investments, customer satisfaction, and company revenue.

Despite the push to deliver a consistent, dynamic end-user experience, many companies still struggle to understand customer interactions across channels and manage execution on multiple technologies. Recent research reveals that every year, $83 billion USD in marketing is lost due to poor customer experience. This research also recognized leading companies as ones that are "influential and engaging across all channels."

To deliver compelling brand experiences in an efficient, effective, and consistent manner, organizations need to invest in the right technologies. Traditional Web Content Management (WCM) solutions no longer fit the bill. With its broader range of capabilities, Web Experience Management (WEM) tools facilitate the management and optimization of customer experiences across all channels and platforms, including the Web, mobile phones, social networks, tablets, television, catalogues, in-store purchases, and more.

It's All About Your Customer's Journey

Successful customer engagement means delivering a fluid execution of your brand message across all channels. To do this, you need a clear and thorough understanding of your audience. Using WEM systems and analytical tools, organizations can better understand consumer behavior and become more efficient at delivering relevant experiences based on purchase patterns, social networks, website visits, and other data-mining techniques. This helps paint a holistic view of the customer across all stages of the buying cycle. Programs can be refined, targeted, and quickly iterated for each individual consumer.

Once you have this information, you can make effective decisions about which channels and messages will resonate most with your customers. Omni-channel delivery helps to ensure that you examine the entire customer journey, or the experiences customers have from initial desire through fulfillment.

In customer-centric organizations, customer journeys align teams and departments around the goal of creating customer experiences that exceed expectations. All content and communications between the IT department, marketing, sales, and support should focus on the common goal of delivering customer satisfaction. Leveraging multiple channels increases the opportunity to improve conversion rates. More than this, though,

it gives organizations the ability to nurture brand advocates. Satisfied customers are loyal to the brands that deliver on their promises. In turn, they may share their satisfaction online in communities and on social networks. An omni-channel delivery strategy ensures that your brand is a star in your customer's social circles.

A customer journey is cyclical, not linear. Socially connected consumers jump from one channel to another, and they expect brands to keep up with them. Consumers want to be able return to the brand experience at any time through a different channel to finish browsing or to complete a purchase. Brands that deliver engaging, relevant customer experiences gain their customers' respect and endorsements. With so many channels available, consumers are seeking out long-term relationships with the brands they love. Omni-channel delivery deepens customer relationships and enriches experience by facilitating meaningful relationships that are fluid and ongoing.

WEM: The Medium Is the Message

To get the coveted 360-degree view of the customer and to reach those customers wherever they are, organizations can integrate a WEM solution with other technologies such as marketing automation systems, eCommerce, translation engines, web analytics, enterprise search, and Customer Relationship Management (CRM) tools. WEM technologies with agile architectures can incorporate these tools as part of an enterprise-wide omni-channel strategy.

WEM technologies such as web analytics, sentiment analysis, social media monitoring, customer communications management, recommendations engines, WCM, process automation, and more can help you manage and aggregate content that is relevant to the masses. A rich WEM solution supports the evolution of a brand's publishing points—from tablets and Kindle devices to kiosks, gaming consoles, and Google Glass. Synchronization enables cross-device connections and improves engagement with today's connected consumers who want device-agnostic access to the brands they like. Channels are already converging on mobile devices, giving marketers the ability to integrate timely and location-based functionality, helping them deliver more compelling experiences.

Strengthen brand loyalty and grow your brand advocates by delivering compelling experiences wherever your customers are. A comprehensive WEM solution can help you create and keep loyal fans through the consistent delivery of rich, personalized content, products, and services across channels and devices. ■

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Web Experience Management (WEM) solutions can help elevate your brand to a celebrity status. For more information, visit:

For more information, visit:

www.opentext.com/unify

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NORTH AMERICA +800 499 6544 ▪ UNITED STATES +1 847 267 9330 ▪ GERMANY +49 89 4629-0

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