

# Make Individual Connections and Grow Customer Loyalty

Enable business users to quickly and easily personalize customer communications via a responsive, browser-based interface

Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives. One of the best ways to foster customer relationships is to keep conversations interesting and engaging. Front-office employees, sales representatives, agents, and partners need to rapidly and easily follow up customer interactions with relevant, targeted, one-to-one communications. But companies are also seeing the need to adapt to an evolving and increasingly mobile workforce. Many are embracing remote workers, off-site customer support centers, and other models, as well as diverse, bring-your-own-device (BYOD) environments.

## Keep Up With Your Workforce

Many organizations follow up customer interactions with systems that allow for a high degree of personalization but very little compliance control, such as Microsoft® Word. Others opt for costly software applications, such as SAP®, Salesforce.com, and Customer Relationship Management (CRM) business applications that ensure compliance but do not provide employees with the flexibility to respond to each customer's unique situation in a meaningful way.

What these businesses need is a solution that allows users inside and outside the business to personalize communications while maintaining consistent branding and required legal and compliance language.

## Form Lasting Relationships

OpenText™ Exstream is a multichannel customer communication management (CCM) software solution that is proven to enhance the customer experience and make customer interactions more profitable. Designed for companies and organizations that thrive on strong customer relationships, Exstream empowers business users to make the most of every touch point. Create insightful, impactful, real-time customer communications that strengthen customer engagement and loyalty to fuel profitable business growth.

With Exstream Empower Editor, you can help users on the front lines of customer interactions form strong relationships with customers and prospects, providing them with a pure, thin-client interface that is easy to use and ensures compliance for critical correspondence, including letters, notices, emails, proposals, quotes, and invoices.

## ZERO-INSTALL, CONTROLLED EDITING

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*Enable your business users to quickly and easily personalize customer correspondence quotes and proposals*

## FEATURES

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- *Easy-to-use, browser-based editor interface requires no download or installation*
- *Created in the same design environment as other OpenText™ Exstream communications*

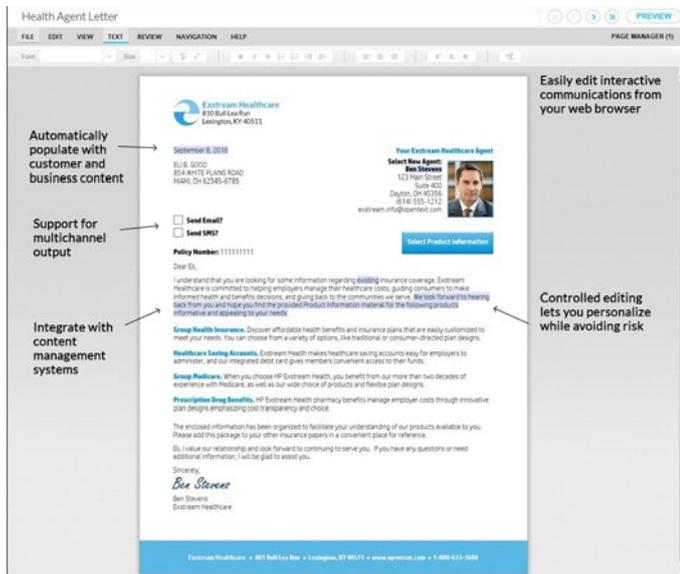
## BENEFITS

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- *Deliver personalized, meaningful communications*
- *Avoid deployment and maintenance expenses*
- *Ensure branding, legal, regulatory compliance*

Using a standard web browser, without any additional download or installation, Exstream Empower Editor lets users personalize communications in a controlled environment. It can respond to user input by automatically populating communications with approved content. You can even leverage Exstream's powerful capabilities to dynamically access business, legal, and marketing data and content from multiple sources and deliver communications to virtually any print or electronic channel.

Exstream provides a single design environment to create structured, on-demand, and interactive applications for use with desktop or browser-based clients. Design objects and variable rules can be created once and then reused in multiple applications for multichannel delivery, significantly reducing time to market for interactive communications.



## Close The deal

Without the proper customer communication solutions, sales opportunities can be lost, and your agents, brokers, and sales representatives can struggle to create the communications that help acquire new customers or finalize a sale. With Exstream Empower Editor, users can easily initiate or follow up customer interactions with on-brand, compliant correspondence in the desired communication format.

At the close of a conversation, communications can be sent immediately to customers using the channels they prefer—print, electronic, or both. The business benefits by reducing abandoned transactions, and enabling a speedier, more streamlined process. Customer satisfaction increases without sacrificing back-end business processes that support customer touch points.

## Build Customer Loyalty

In any business, retaining customers is critical to long-lasting success. When direct customer contact becomes necessary, communicating with the right message, in the right way is vital to building and maintaining trust.

Personalized and relevant communications provide a feeling of individual attention, which can help strengthen customer loyalty.

Managing personalization while maintaining branding and compliant messaging can be challenging. With Exstream Empower Editor, you can focus on only the areas that are allowed to be edited, ensuring that the right message is delivered and communications stay compliant.

## Relieve IT Headaches

Exstream Empower Editor provides a browser-based, controlled editing solution for correspondence. It can help reduce deployment and maintenance time and expenses by:

- Employing industry standards to allow built-in browser support, with no need for any additional download or install
- Providing a fresh, modern user interface, which enables an easy, intuitive, and in-context editing experience
- Enabling simple integration with a standard, published services layer
- Removing the deployment expenses required to install and update software for each client
- Allowing flexibility across the user community to support multiple devices, browsers, and environments
- Working with existing Exstream back-end processing for creating and managing communications
- Letting you design and develop Empower interactive documents in the same environment as other Exstream communications while reusing existing interactive application designs

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