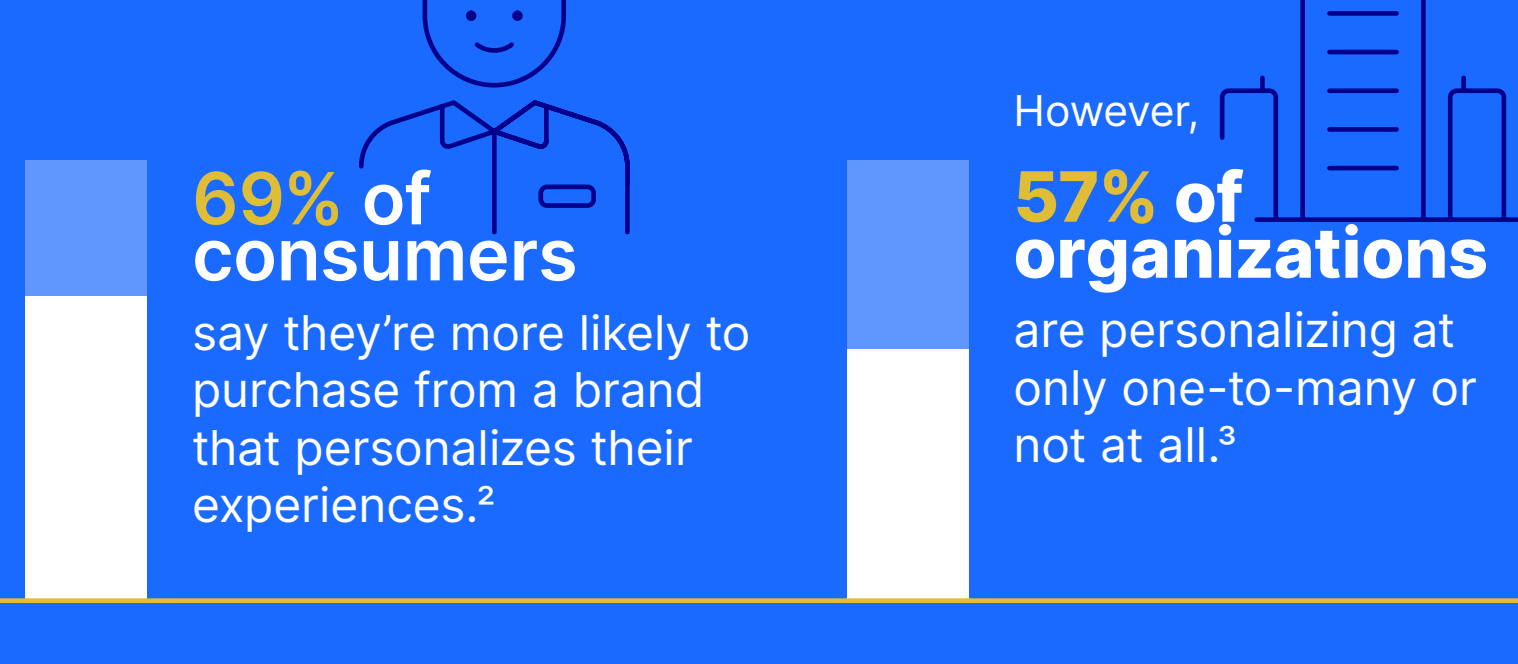


3 big gains from seamless customer engagement

Poor business communications cost US businesses an estimated \$1.2 trillion annually.¹ Customers crave seamless, personalized experiences, which are not being delivered.



It's time to get serious about Total Experience.

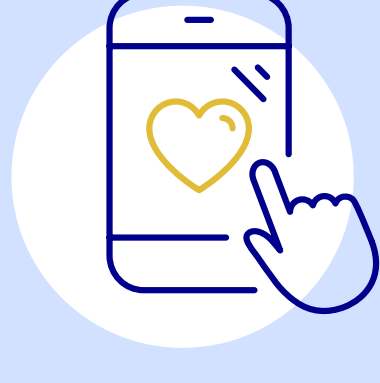
Personalization leaders were nearly twice as likely to exceed revenue goals compared to brands with low personalization capabilities.⁴

Don't let information silos stand in your way.



Gain smarter customer engagement

1. Empower your employees



Design digital-first, personalized communications and scale with AI and analytics

Power collaboration with central workspaces that include dashboards for tasks, workflows, journey analytics, and orchestration



Improve brand consistency with easy access to approved templates, content, federated search, rich media usage

2. Gain customers for life

Start meaningful conversations with multichannel delivery

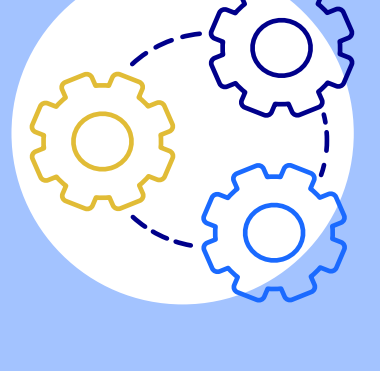


Boost customer satisfaction and loyalty with interactive, dynamic experiences

Increase share of wallet with cross and up-sell opportunities



3. Boost agility with a leading composable platform



Manage processes through integration with all sources and workflow orchestration

Give customers and employees access to all content and applications from a secure, single point to boost efficiency



Make meaningful experiences with easy components, templates, and capability modules

Total Experience solutions

ot opentext™
Communications

ot opentext™
Digital Asset Management

ot opentext™
Core Messaging

ot opentext™
Core Journey

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Web

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Customer Data

Discover why



9 of the top 10
insurance companies



top 10
global banks



top 5
healthcare providers

rely on OpenText Experience Cloud

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1 Grammarly, The Harris Poll, 2023 State of Business Communication. 2 Deloitte Digital, Embrace meaningful personalization to maximize growth. (2022).

3 CMSWire Insights, The State of the Digital Customer Experience 2023. 4 Deloitte Digital, Embrace meaningful personalization to maximize growth. (2022)