OpenText Communications Content Author

Easily add or update relevant messages, offers
and correspondence to drive action.

Benefits

- Simplify information access
  Deliver relevant and timely
  customer communications

- Create communications
  and modify content without
  help from IT

- Define when and how
  content gets used

- AI-assisted
  content authoring

When business and marketing professionals need to
communicate something important to customers, such as a
new product or service, it can be frustrating to wait for IT to
make those changes—the content is ready, the time is right,
but it can't be sent. Often, when the communication does go
out, that perfectly timed window of opportunity has passed
and the message has lost relevance.

Marketing and business users know content is king. The ability to get relevant,
personalized communications to a target audience in a timely manner is
critical to success. OpenText™ Communications (Exstream™) Content Author,
enables non-technical business users to create communications, letters and
emails, and straightforward contracts by selecting a communication template
and adding specific content, messages and clauses without help from the IT
department. This allows the people who know the content best to drive the
right content and respond to customer demands and market changes
in real time.

Gain control of customer communications

Users can simplify customer communication processes and easily create,
change and personalize marketing and business content with Content Author.
It gives users complete control of crafting and editing content, as well as
creating content and business rules as needed.

Designed for non-technical business users, its tight integration with OpenText Communications allows content changes to be applied without re-packaging the application/template. Through the OpenText Communications repository for managing all content design assets, users can share content, such as messages (text and graphic) and clauses, leverage stored content, keep track of versions and see a list of where clauses and messages are used and the impact changes have on other communications. Users can easily preview changes and edits in real time to see how the content will look in the context of the communication, allowing even faster time to market.

Other content authoring interfaces require content management to take place in a cloud environment and include additional steps to bring the content back on-premises for production—adding complexity and slowing time to market. With OpenText™ Communications Content Author, this is not necessary. Users can react to market changes and competitive offers faster by sending relevant, targeted letters and emails—without help from IT—designed to change customer behavior, increase loyalty and improve profitable growth.

Design communications that keep up with your customers

Customers do not stay the same. Not only are they moving to digital communications on a variety of devices, they also start families, take vacations, buy boats and grow older—all of these events can provide an opportunity to engage them with relevant messages and offers. With OpenText Communications Content Author, teams can edit messages in customer statements, account summaries or correspondence—and update that content on their own timelines.

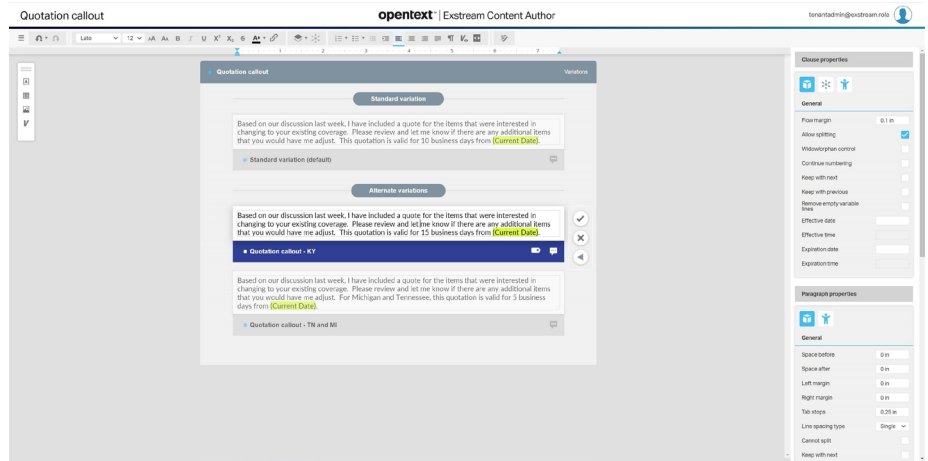With OpenText Communications Content Author, it's as simple as:

1. Pulling up a communication template

2. Selecting an area to edit and adding pre-approved or free-form text and images

3. Publishing the relevant messages to customers
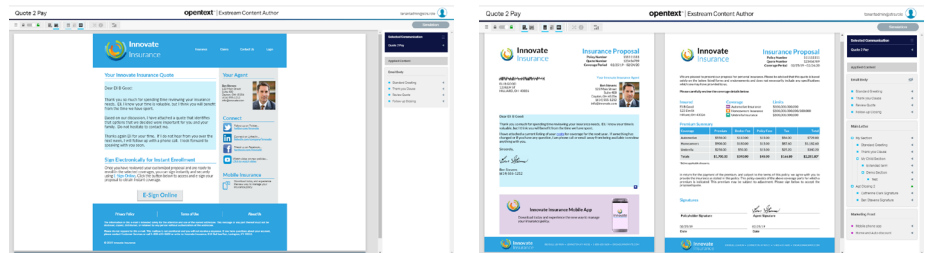
Highlighted message frames make it easy to identify editable areas. Easily add or update content within communications for digital or print/page delivery.

The latest release includes AI-driven assisted authoring to provide content owners with additional information to ensure proper sentiment, readability and grammar are used. Content owners can easily see if their copy is considered positive, negative or neutral (sentiment) and whether it is considered to be based on opinion or fact. The AI engine also checks grammar and measures readability according to the Flesch Reading Ease scale.

OpenText Communications Content Author users can also manage and track content variations. Business users can create and manage content objects with similar ideas but contain differences based on jurisdiction, organizations, language or demographic data. This significantly reduces time spent managing changes and eliminates the challenge for non-technical users to control the targeting for the alternate variations through a simplified interface.

OpenText Communications Content Author also delivers excellent user experience with the ability to simulate views, allowing content owners to easily see how a communication will look based on current values from one or more sample data files. Users can override variables to test unlimited combinations of values to ensure the rules provide the expected results.
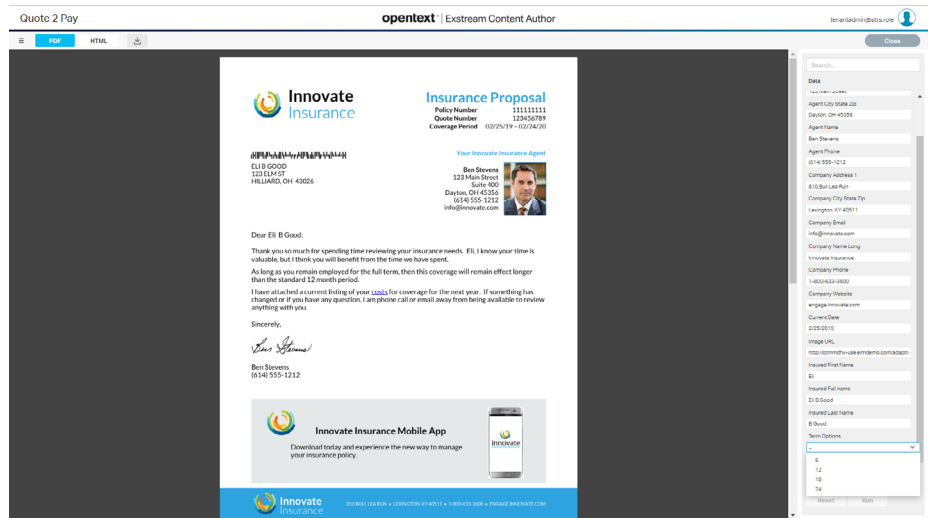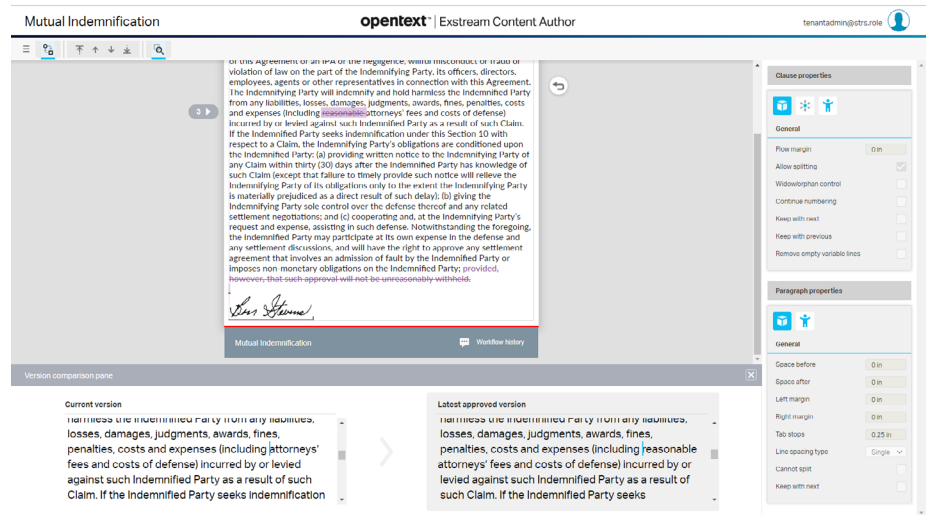

OpenText Communications Content Author simulation view

The OpenText Communications Content Author Visual Compare view has been enhanced to not only identify text-based differences from one version to another, but also capture format changes including font differences, font size differences, font styling differences, superscript and subscript changes, and font color changes. This allows approvers to quickly identify changes between the submitted-for-approval version of the content and the current approved version of the content, resulting in a faster, streamlined approval process.

Resources

Users can compare the current and previous versions, making it easy to see how the content looks before and after changes.

OpenText Communications Content Author features

- **Assisted Authoring**—content authors can check sentiment, readability and grammar, ensuring the right tone and meaning is conveyed to the target audience.

- **Easily manage variations**—users can create and manage content that varies due to language, jurisdiction, demographic or other data.

- **Assign effective and expiration dates for content**—Users can control the effective date for content and the ability to create and approve multiple versions of content, reducing chance that incorrect version of content is included.

- **Configuring content for the Table of Content**—Great for more complex communications like contracts and booklets, users can identify content as an item that should automatically be included in the TOC for quick reference in the communication.

- **Adding multilevel numbering capability**—Expanded multi-level numbering to support more complex contracts, users can now have content inherit the previous levels numbering to provide a (1.1.1...) type numbering for a clause or within the clause.

Deployment options

OpenText Communications Content Author is available as part of the OpenText Communications platform and as a containerized version with OpenText Communications CE.

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