ot opentext™

OpenText Communications for Financial Services

Leading CCM solution enabling ultra-personalized, compliant communications

Benefits

- Accelerates time to market for new products and offers
- Makes it easier to do business with customers and speeds up onboarding and new account openings
- Optimizes customer touchpoints for better engagement

Upheaval in the industry and a demanding and mobile customer base can make it challenging for financial services organizations to implement new technologies that streamline and automate customer communication processes. However, many businesses including wealth management companies, retail banks and credit unions are leaving damage control behind and watching the market with guarded optimism. They are pursuing daunting goals of improving the customer experience, reducing costs and increasing revenue by taking advantage of these new technologies.

To succeed in this complex and dynamic industry landscape, leading financial organizations are looking for customer communication solutions that effortlessly leverage client data and corporate content systems, help meet regulatory requirements and strengthen customer relationships. OpenText™ Communications (OpenText™ Exstream™) enables financial services organizations to streamline customer communication processes and satisfy customers, resulting in market share gains, higher customer loyalty and more referrals.

Deliver remarkable customer experiences

Every customer touchpoint is an opportunity. Whether it is the personal contact of a representative, a conversation with customer care or the delivery of correspondence, every touchpoint is an opportunity to start, reinforce or broaden the client relationship.

OpenText Communications with Experience Aviator

Utilize Experience Aviator with AI-assisted authoring to create new communications and improve existing content. Use the built-in grammar, sentiment, and reading comprehension scores to create better content.

Learn more ›

Designed for financial services marketing professionals interested in developing strong customer relationships, OpenText™ Communications for Financial Services is the market-leading customer communications management (CCM) solution for designing and delivering ultra-personalized, compliant, consistent communications, using the delivery formats and channels customers prefer including email, web and mobile.

OpenText Communications leverages the customer data and content that already exists within an organization to transform typical customer communications into highly-personalized, engaging customer experiences across all touchpoints. Whether it is eliminating the delay between opening and using an account or reducing demand on IT resources by giving marketing teams hands-on ability to create and edit pre-approved communications, OpenText Communications can help.

Get new products and services to market faster

The modern environment is fast-paced, with constantly evolving technology. Marketers who can quickly capitalize on trends, events and fleeting opportunities have a distinct advantage, especially if they can make personal and relevant communications for each recipient.

OpenText Communications gives financial services marketers direct, hands-on capabilities for creating and launching rapid-response marketing campaigns and ongoing promotions, such as accelerating the adoption of a new credit card product, a time-sensitive loan-rate offer or a new benefit tied to a higher account status.

Upsell and cross-sell campaigns can be delivered directly to customers through regular communications, such as account and investment statements or notices, or as part of a customer-initiated conversation with customer service, call center or bank staff. Marketing messages like these can be created and launched independently of IT support resources, saving time and alleviating the demands on IT staff.

Make doing business easier for clients and the company

The smoother it is to open and use a new account or service, the better the customer's first and ongoing experiences will be with their financial institution. Traditionally, processing the paperwork is the primary delay between applying for and using the account but OpenText financial services customers rapidly and accurately process this activity, increasing customer satisfaction and accelerating time to revenue.

For example, when a client opens a new account or expands an existing one, online or with branch assistance, they fill in the electronic application. OpenText Communications generates the necessary documentation, which is automatically routed to the correct agent for review, correction, approval and distribution back to the client. OpenText Communications also integrates with popular e-signature solutions to further reduce the elapsed time between activation and use, while improving the accuracy, accountability and compliance of the documents and process.

Optimize customer touchpoints for better engagement

Customer communications are critical throughout the customer lifecycle. Whether it is personal contact with a representative, a discussion with the contact center or the delivery of an account summary or statement, every touchpoint is an opportunity to reinforce or broaden the client relationship. One way to achieve this is to treat every customer as a known individual.

OpenText Communications leverages existing customer data to ensure messages and offers are personalized and relevant to that person's profile and history.

Statements are visually appealing, account summaries simplify complex information with features like data-driven charts and graphs and email and SMS notifications are delivered based on customer preferences. OpenText Communications can scale for any sized organization and includes interactive controlled editing and business content authoring capabilities. This allows marketing users to update messages and offers as needed while the legal team can control the content they know best and update on a different cadence. Interactive communications allow customer-facing staff to quickly and easily follow up on interactions and balance business compliance and standards with the freedom to create truly personalized, one-to-one communications in a controlled editing environment.
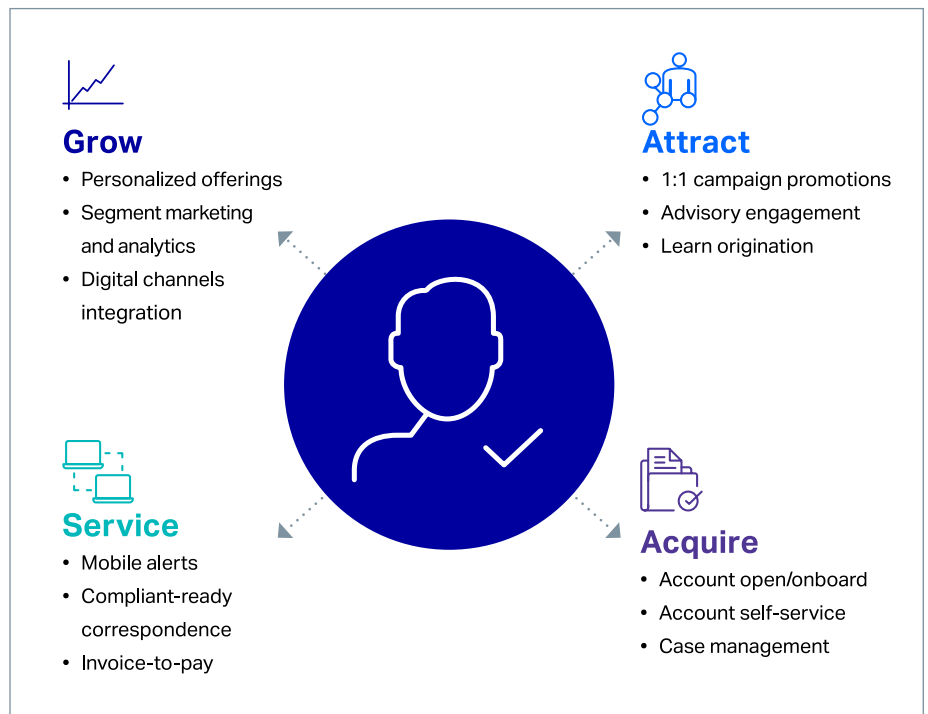
OpenText Communications users can:

- Provide statements and documents that are easy to understand and clearly highlight the most important account information.

- Ensure account balances are accessed on-demand or delivered in the customer's preferred format and channels.

- Access data and content from multiple sources and deliver to virtually any print or electronic channel.

- Support a wide variety of interactive communications, including correspondence, quotes, brochures, proposals and welcome kits. The communication itself is interactive, so it remains the point of record for the entire transaction, including tracked changes and data and content incorporation.

- Ensure compliant communications and manage content inclusion or exclusion based on effective dates and jurisdictions with OpenText Communication's automated compliance support.

- Generate all communications in the customer's primary language to increase customer satisfaction and ensure compliance with state regulations.

- Provide faster customer onboarding and new account openings by reducing error-prone manual processes and paper-based workflows.

- Compose, personalize and produce, dynamically and automatically, all required documents for new account openings, welcome kits, new product information packages and more.

OpenText Communications is trusted by many Fortune 500 companies and is a leading CCM solutions for Fortune 500 commercial banks

OpenText Communications is our strategic, innovative and continually evolving Customer Communications Management (CCM) platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine which is faster than other CCM solutions and the ability to ingest data in any format, greatly reducing document processing time. OpenText Communications is the #1 CCM solution in market share and enterprise deployments.

OpenText Communications is part of the OpenText™ Experience Cloud platform which includes solutions for messaging digital asset management, web content management and more to provide a complete, 360-degree customer experience across all interaction points of the customer journey. OpenText Experience Cloud enables organizations to improve customer success and loyalty while creating connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

- No.1 CCM vendor in software capability strength and market presence

- Experience Aviator AI assists and accelerates authoring

- Premier batch engine performance (up to 10x faster) with less investment in infrastructure and software licenses

- Easy integration with data and content from any application, with no need to normalize data, saving hours of processing time

- Seamless integration with leading business apps and ecosystems, such as SAP®, Salesforce®, and other OpenText solutions information management solutions

- Web-based design and authoring functionality lets non-technical users modify and publish content in OpenText Communications templates without IT help

- Assured email and SMS delivery with OpenText™ Core Messaging

- The only enterprise CCM solution integrated into a complete omnimulti-channel CXM architecture, including messaging, customer journey and data, web and mobile experiences, digital asset management and contact center analytics. CMS, DAM, Contact Center, CDP, and message delivery

Grow
- Personalized offerings
- Segment marketing and analytics
- Digital channels integration

Attract
- 1:1 campaign promotions
- Advisory engagement
- Learn origination

Service
- Mobile alerts
- Compliant-ready correspondence
- Invoice-to-pay

Acquire
- Account open/onboard
- Account self-service
- Case management

Create communications that help connect, maintain and grow customer relationships throughout the customer life cycle.

opentext™