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Get the right message to the right person at the right time, using the right communication method

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Omni-channel messaging solutions provide multiple methods of communication from an integrated 'single source' messaging solution, allowing users to communicate with customers, partners and stakeholders in the way they prefer. By integrating notifications into business processes, users can target messages based on business rules, such as key events or customer behaviors. This white paper discusses the benefits of an omni-channel messaging platform with notifications to build customer loyalty, increase customer satisfaction and maximize profitability.

Executive summary

Omni-channel messaging has become a powerful tool for almost all public and private sector organizations, delivering important information to cost-effectively communicate with stakeholders, enhancing their experience and increasing loyalty.

Many organizations have selected communication solutions on a per-channel basis, which leads to managing separate vendors for common communication methods, such as SMS, email, voice and fax messages. This has created a fragmented messaging ecosystem that is often isolated from other vital business systems. Managing multiple vendors and messaging platforms is cumbersome, creating costly delays that affect a customer's experience and a company's bottom line. It is difficult to coordinate messages and easy to become ineffective by communicating with customers using channels that are unlikely to elicit a response. Each messaging method can become an isolated information silo and, without any integration into other business systems, impede achieving the full benefits of a single, unified communications infrastructure. As the volume of communications grows across channels, so does the clutter, making the messaging environment increasingly difficult to manage.

Instead, omni-channel messaging solutions provide multiple methods of communication from an integrated 'single source' messaging solution, allowing users to communicate with customers, partners and stakeholders in the ways in which they prefer to consume and respond. Omni-channel messaging solutions share the characteristics of the most effective technologies—the kind that become ubiquitous almost without anyone noticing. These are easy to use, adopted effortlessly and answer a real need. The straightforward act of receiving an SMS message has completely changed consumer expectations of delivery schedules. A notification reminding people of an appointment has been shown to increase attendance rates. SMS and email communication of power outages and maintenance demonstrably boost customer loyalty for utility companies. According to recent research, 84 percent of people in the US say they expect companies to send them reminders and 90 percent say they are more likely to do business with companies that do so.[1]

Improved customer experience is only one important application for communication. An effective messaging solution can increase performance across a wide range of business operations, including digital marketing, product launches, employee management, product and service delivery, support and maintenance and supply chain management. In addition, notifications should be an integrated part of the delivery of digital citizenry services and are core to applications for public sector organizations.

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## The right people, the right time, the right channel

Omni-channel messaging solutions are far more than simply a means of distributing information. Properly implemented, they create an effective platform for the capture, management, exchange and analysis of the flow of communications across an organization and beyond. By implementing an omni-channel messaging platform, users can communicate with people using their preferred channel or device. This helps build a stronger relationship with customers, partners or stakeholders, as communications go from a one-way dissemination tool to a bi-directional exchange.

The right enterprise-grade service must have the omni-channel capabilities to target communications based on recipient preference and the flexibility to adapt as preferences change. It must ensure that communications are not restricted to a single channel, such as SMS appointment notifications, where that channel is inappropriate to the individual. It should also be able to inform the sender or sending application when a communication channel is unavailable.

The right message, the right response mechanism

The wide variety of available communication types mean that the omni-channel messaging platform must be able to deliver a single, highly personalized message, such as late payment reminders or enticing marketing offers, while being able to scale to broadcast millions of messages simultaneously in the event of network outages. The solution has to be seamlessly integrated into the organization's business processes and operational workflows. The right solution speeds up cycle times and improves the customer experience, creating a decisive competitive advantage by integrating with key enterprise systems, such as CRM, ERP and supply chain management tools.

Multi-channel messaging

Omni-channel messaging

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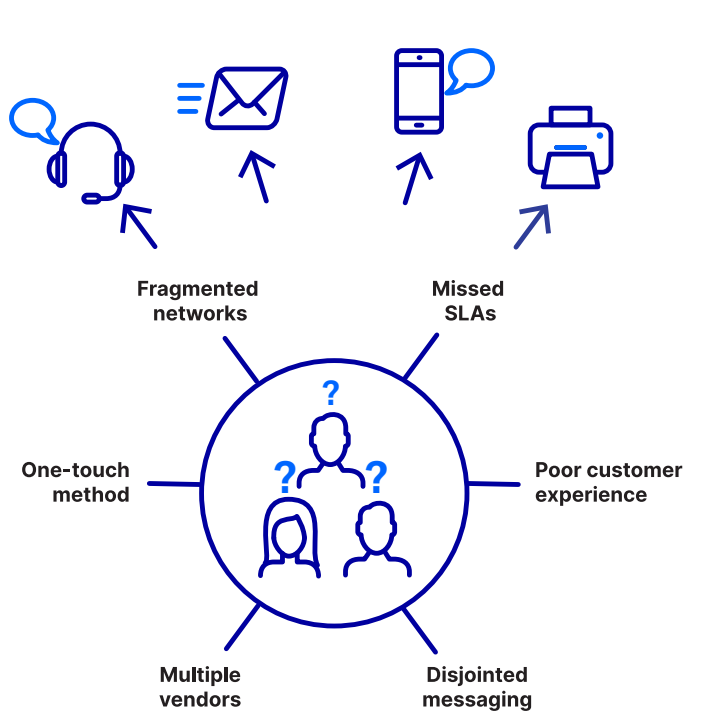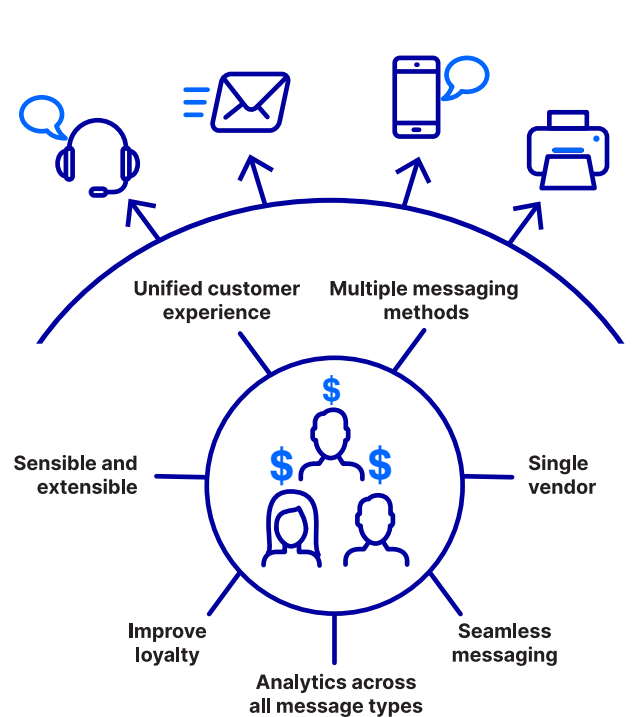
The goal is to achieve complete control and visibility across all communications flows. This level of integration allows users to automate a high degree of communications in a way that enables the effective customization of the message. It also facilitates the ability to include the right response mechanism within the notification so that it becomes a part of an end-to-end business process. For example, insurance companies can use the response mechanism within notifications to launch directly into their claims processing systems or manufacturing and grocery companies can use a multi-modal communication strategy to support their damaged goods recall procedures.

By integrating notifications into business processes, users can target and tailor messages based on business rules, such as key events or customer behaviors. For example, a power company can use loading data to predict if peak loading is likely to affect supply to some customers, and that can trigger automatic notifications of potential outages.

By implementing an omni-channel messaging platform, users gain access to unified data across all communication and message types, making it possible to see which channels are most effective for which messages and to which recipients. With integration into ERP, CRM and marketing automation systems, users can more closely match communications to actions. Customer experience is a clear area of benefit from this type of deep-dive analytics, but the same approach can be taken to manage performance in other business areas, such as Accounts Payable and supply chain.

Omni-channel messaging provides the foundation to build a complete communications ecosystem to reach new customers, build customer loyalty, increase customer satisfaction and maximize profitability.

Low cost, high returns

This cost-effective approach to communications enables organizations to quickly improve how and when they connect with stakeholders. The more an organization uses notifications and the more effectively it targets them based on customer preferences, the greater the potential to build positive customer experience and loyalty. Research suggests that the growing demand of notifications is yet to be properly satisfied. One survey found that, 42 percent of people wanted businesses to contact them by SMS but only seven percent were getting text notifications.[2] Another found that nearly half of respondents, ages 18 to 34, would like to receive fraud alerts from their bank by SMS but fewer than one in five received them.[3] There is plenty of opportunity to innovate the ways organizations use notifications to improve business performance, while reducing costs.

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Core components of an omni-channel messaging platform

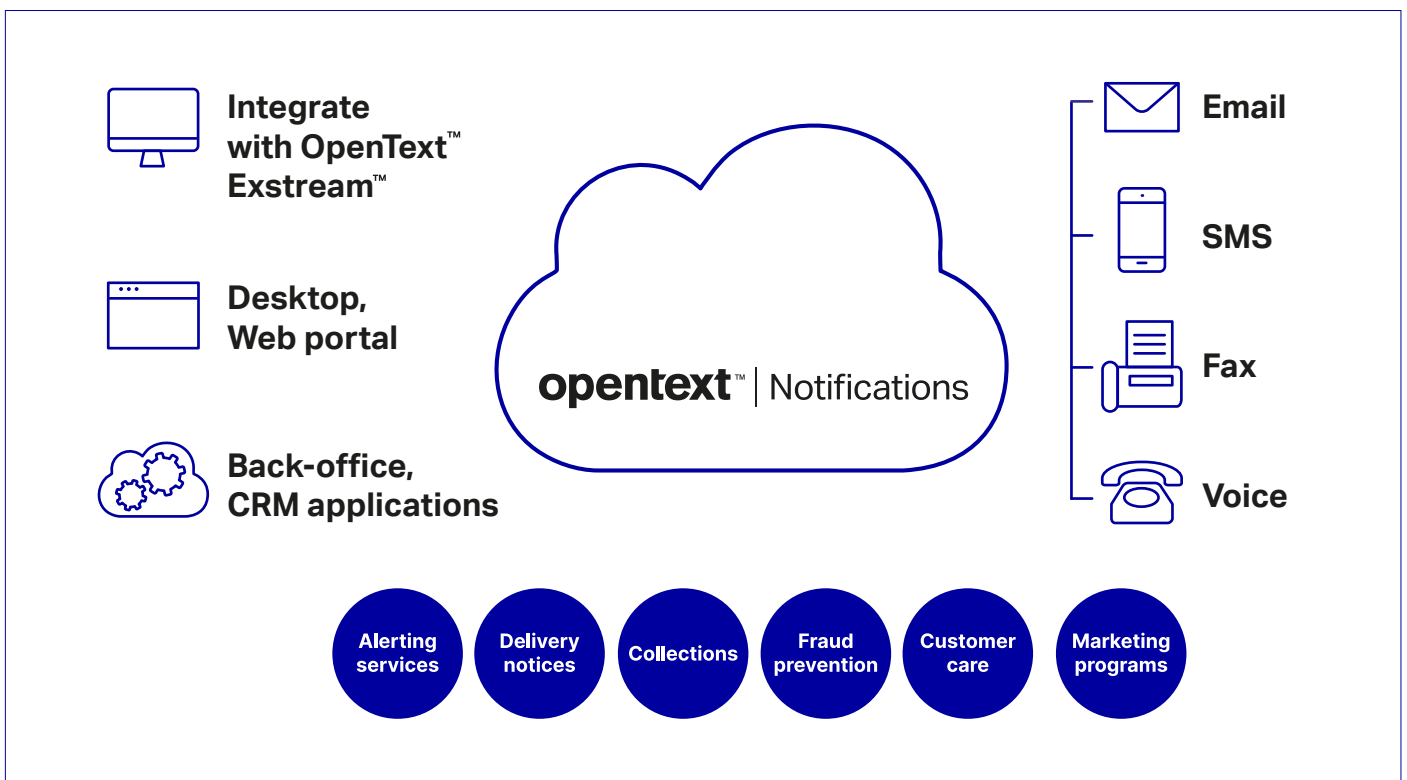|	
Customizable	• Select distribution channel based on recipient preference • Develop message and timing based on business process and workflow • Send discrete, targeted communications to increase customer loyalty and reach new customers with personalized content
Flexible	• Support all communications channels, including SMS, voice, email and fax with a single, trusted vendor • Adapt to meet new channel preferences as they emerge • Meet message volume demands with cloud-based scalability
Automated	• Automate message and delivery based on business rules • Automate high volume or batch transmissions as needed • Deliver personalized email, voice, SMS or fax messages to one, a few or millions of recipients • Send high volumes of email messages with improved delivery rates • Adhere automatically, based on time zones, to voice and SMS blackout periods • Adjust voice message delivery rates to accommodate call center capacity
Integrated	• Integrate seamlessly with business processes and operational workflows • Integrate with enterprise applications, including CRM, ERP and any enterprise application
Reliable	• Trust in performance with reliable deliverability with global reach and local presence • Maintain confidentiality of customer information, facilitating compliance with privacy, security, auditing and record-keeping mandates • Send high volumes of email with improved delivery and performance

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OpenText Notifications

To keep pace with the speed of business, organizations depend on effective and time-sensitive communication with customers and business partners in the format they prefer.

OpenText™ Notifications is a cloud-based, comprehensive, omni-channel messaging platform that strengthens the message creation and delivery process with end-to-end visibility and communications control. It enables users to deliver essential communications via SMS, voice, email and fax based on the preference of the recipient. With a robust API that allows integrations for the widest range of back-end systems, including CRM and customer communication tools, users can tailor and target messages, while ensuring they remain compliant and fully auditable.

Notifications enables users to manage all communications across all channels from a single, secure, web-based portal. The entire system can be managed from any web browser to make complete multichannel communication quick and easy. As a cloud-based software as a service, Notifications provides the flexibility and scalability to meet the specific business need. Individual messages are as effectively handled as large-scale broadcast communications.

OpenText™ Notifications Analytics is available to provide the transactional data intelligence and volume trends to improve operational efficiencies and drive company profitability. With a comprehensive view of system performance, users can quickly and easily make data-driven decisions based on realtime and historical performance indicators. They can improve engagement with customers and provide a culture of performance-driven outcomes with visibility into volume, performance and deliverability metrics for omni-channel messages.

Integrate with OpenText™ Exstream™

Desktop, Web portal

Back-office, CRM applications

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Email

SMS

Fax

Voice

Alerting services

Delivery notices

Collections

Fraud prevention

Customer care

Marketing programs

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Notifications features

Multiple methods of communication in a single solution	• Supports all communications channels, including SMS, voice, fax and email, from a single provider • Personalizes the message to the individual and delivers via their preferred channel, adapting communications as channel preferences change
High-volume email delivery	• Improves deliverability with a powerful, multi-tenant platform built to handle the highest volumes of email
Rich analytics	• Applies detailed information on transactions and messages for key performance indicators, including messaging volume, system performance, message deliverability and easy-to-use data visualization tools
Deep integrations	• Integrates seamlessly with business processes and operational workflows within enterprise applications, including CRM, marketing automaton and ERP, through robust APIs
Pre-built integration	• Creates and delivers powerful communications with a pre-built integration for OpenText™ Exstream™ to offer bi-directional communication and visibility between the solutions
Complete customer engagement	• Allows organizations to create an effective engagement solution through results-driven metrics and visibility between the systems and a 360-degree view for the most consistent customer experience

Notifications benefits

Improve communications	• Increase messaging effectiveness by targeting the right recipient with the right message through the communications method they prefer • Transition from disrupted, limited information control to full, end-to-end information control
Improve customer loyalty	• Personalize messages for an improved customer experience • Create and deliver targeted offers to individual customers and capitalize on new sales opportunities • Increase business agility and respond faster to market trends and customer behaviors to increase revenue and strengthen customer engagement and loyalty
Reduce costs and improve efficiency	• Adopt a single provider solution for all omni-channel messaging requirements and future-proof messaging capabilities • Remove the costs of separate, disjointed messaging systems and support and reduce administrative tasks

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- ▣ Explainer video
- ▣ Demo video
- ⇥ OpenText Exstream and OpenText Notifications solution overview
- ⇥ OpenText Notifications solution overview
- ⇥ Learn more

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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[1] *Wakefield Research, The Remind-Me Generation: How Digital Amnesia is Changing Consumer Behavior and Impacting Your Business* http://engage.nuance.com/digital-amnesia-report?cid=701d0000001Kf3kAAC&ls=Social Media&rs=Blog&offer=DigitalAmnesiaReport&ot=whitepaper

[2] *Wakefield Research, The Remind-Me Generation: How Digital Amnesia is Changing Consumer Behavior and Impacting Your Business* http://engage.nuance.com/digital-amnesia-report?cid=701d0000001Kf3kAAC&ls=Social Media&rs=Blog&offer=DigitalAmnesiaReport&ot=whitepaper

[3] *OpenMarket, Text the Preferred Channel for Millennials to Talk to Brands, US Study Reveals (2016)* https://www.openmarket.com/press/text-the-preferred-channel-for-millennials-to-talk-to-brands-us-study-reveals/

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