opentext™

Why Omni-channel Messaging is the Future

Simplifying Customer Messaging for **Lower Expenses** & **Better Performance**

98%

of customers say **customer service** is important in brand choices and loyalty

39%

of CEOs rate **customer experience** as the most effective method for beating competitors

The Growing Problem of Communications Creep

As communication options in use across the population get more diverse, reaching your customers where they are **becomes more and more complicated.**

Organizations are having to cobble together more and more communications solutions to cover the same ground, **a tangled mess of disparate expenses, contracts, training, portals, passwords, and record repositories.**

How Many Vendors Do You Use to Communicate?

Based on market surveys, too many, and it'll only get worse unless something is done.

Organizations deploying multiple customer communications solutions:

49% deploy fewer than 5

21% deploy 5 to 10

14% deploy more than 10

17% don't know how many

What that looks like:

Survey respondents complain about...

- **67%** Multiple vendors to manage
- **56%** Multiple points to failure
- **51%** Too many databases
- **36%** Lack of integrated databases by message type
- **33%** Lack of visibility by message type
- **44%** Multiple SLAs to manage

Only 5% say they're happy with what they have

But what if your customer communications could look like this...

opentext™ | Notifications™

Email

Voice

Fax

SMS

Your customers

90%

The Benefits of Single Vendor Communications

90% of respondents said that having a single vendor that integrates email, SMS, voice, and digital fax is valuable

What Do Respondents Say is Better?

Improve manageability and agility

- **66%** Reduced costs
- **65%** Simplicity
- **54%** Increased security
- **39%** Resiliency/reliability
- **35%** Scalability

Create a positive user experience

- **57%** Improved customer experience
- **41%** Alignment of messaging
- **40%** Positive impact on customer satisfaction
- **35%** Timeliness
- **34%** Privacy Considerations

OpenText Notifications

OpenText™ Notifications™ is a cloud-based, comprehensive omni-channel messaging platform that increases the effectiveness of message creation and delivery.

The Notifications Difference

The OpenText™ Cloud handles over 7 billion messages a year while delivering:

- **Reduced Costs**
- **Simplicity**
- **Increased Security**
- **Improved Operational Efficiency & Process Automation**
- **Scalability, Resiliency & Reliability**
- **Greater Visibility Across Messaging Types**

Ready to see it in action?

Learn more

Survey results source: IDC, October 2019

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