

opentextTM

Die Web-Auslieferungsplattform der Zukunft

Frank Steffen | 26. September 2017

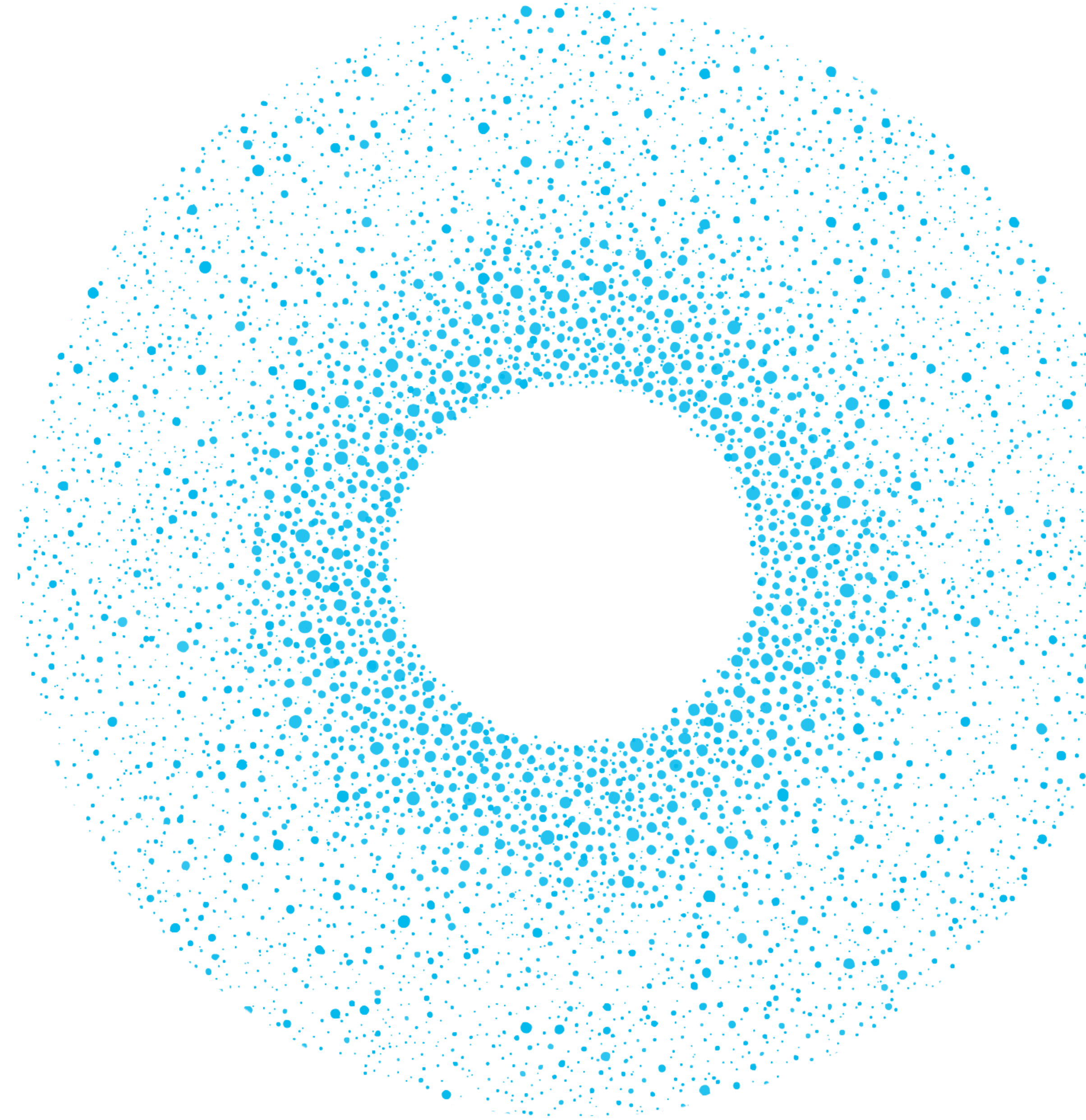
The Information CompanyTM

Agenda

- CEM – Trends
- Innovation Tour
- Enterprise World – Product Advisory Council
- Customer Experience Direction

Customer Experience Management - Trends

Content – Commerce - Conversations



Less content with more focus

- Some companies are aiming to reduce customer facing content by as much as 80% with the aim to deliver more focused, relevant content that meets customer needs.



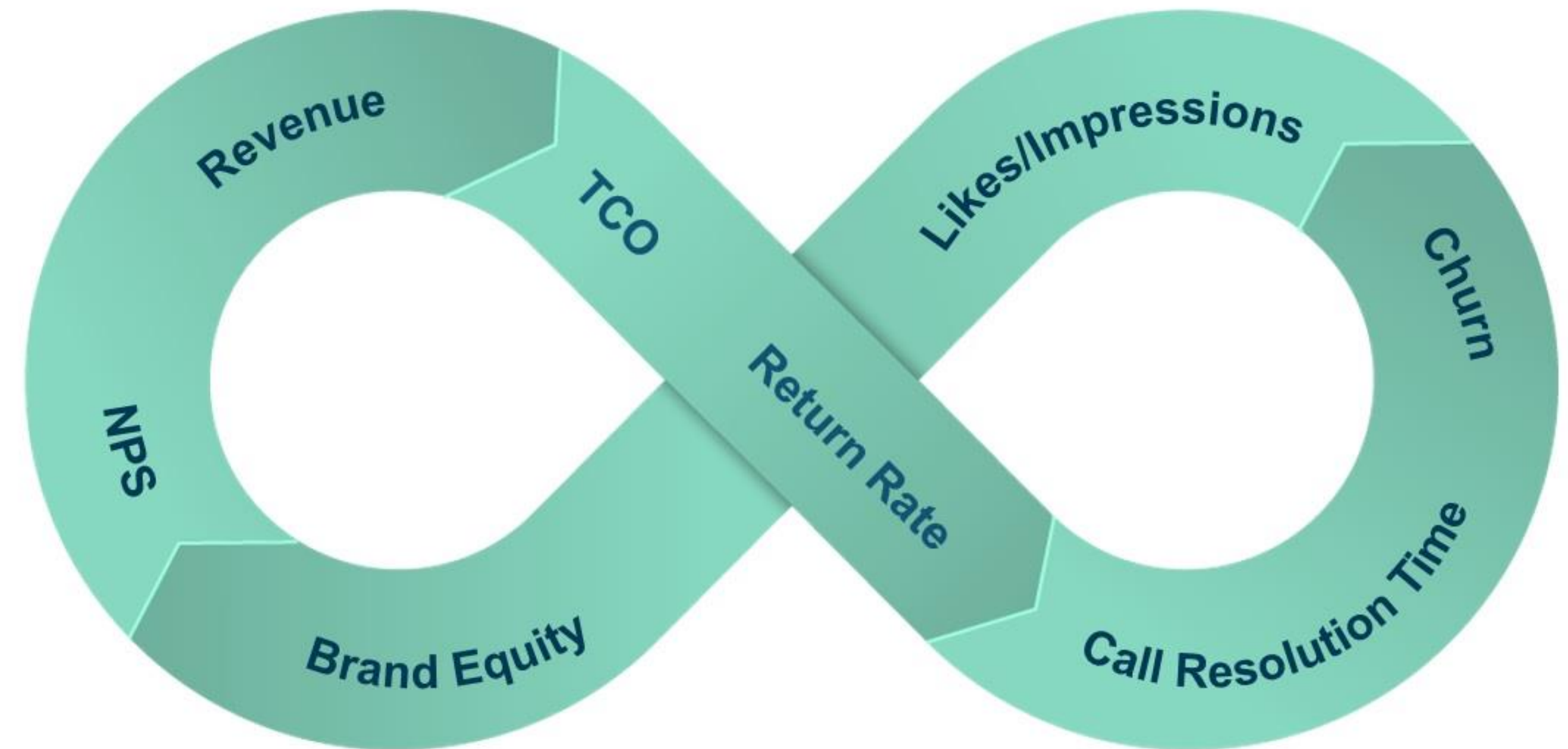
Collecting data for the customer's benefit

- Rather than collecting data to drive the company's needs, Accenture reports that 73% of customers prefer to do business with companies that use their personal information to make the customer experience more relevant.



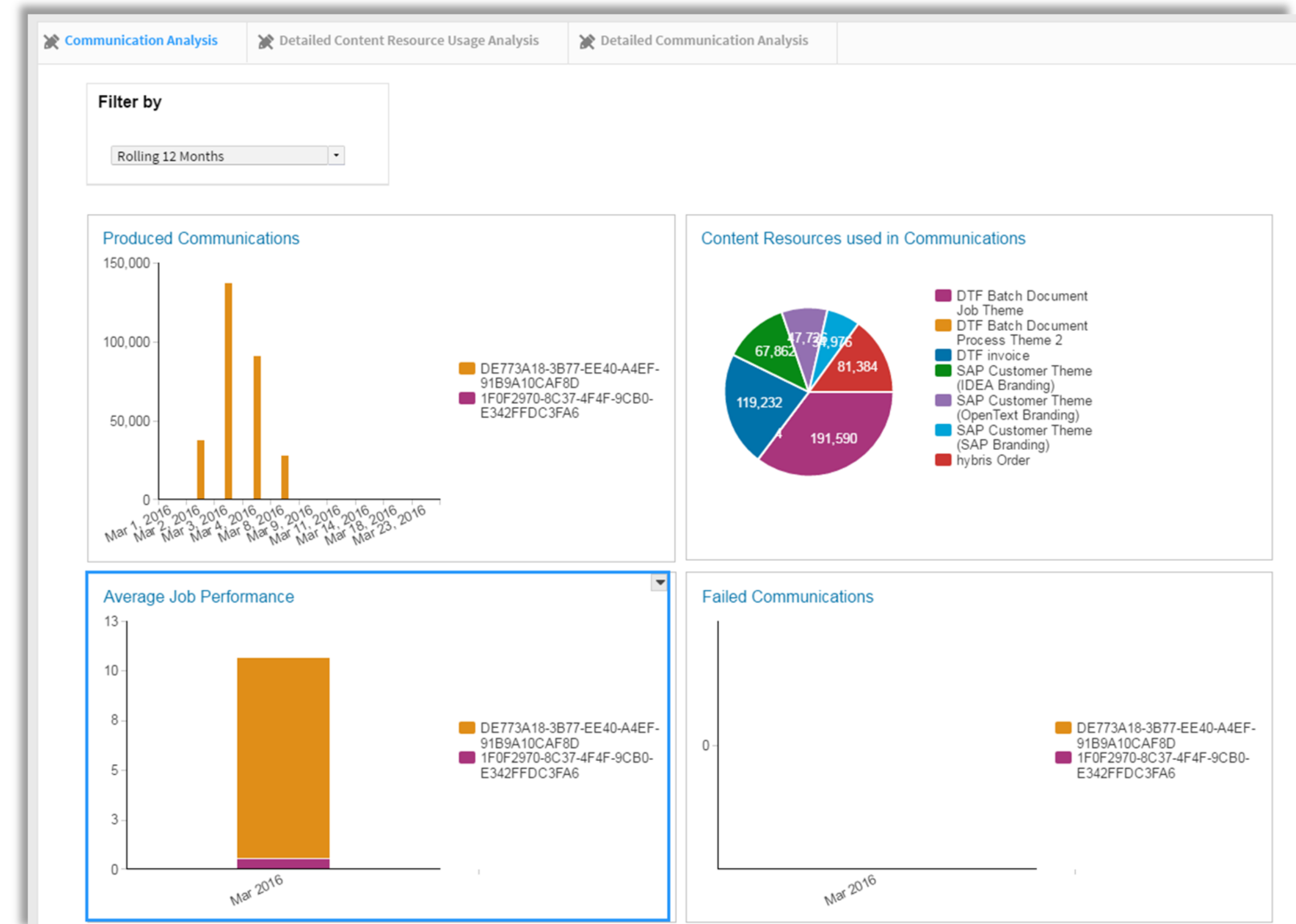
More holistic views of customer experience

- Companies will start to measure and collect customer feedback across multiple touch points and platforms and coordinate responses accordingly.



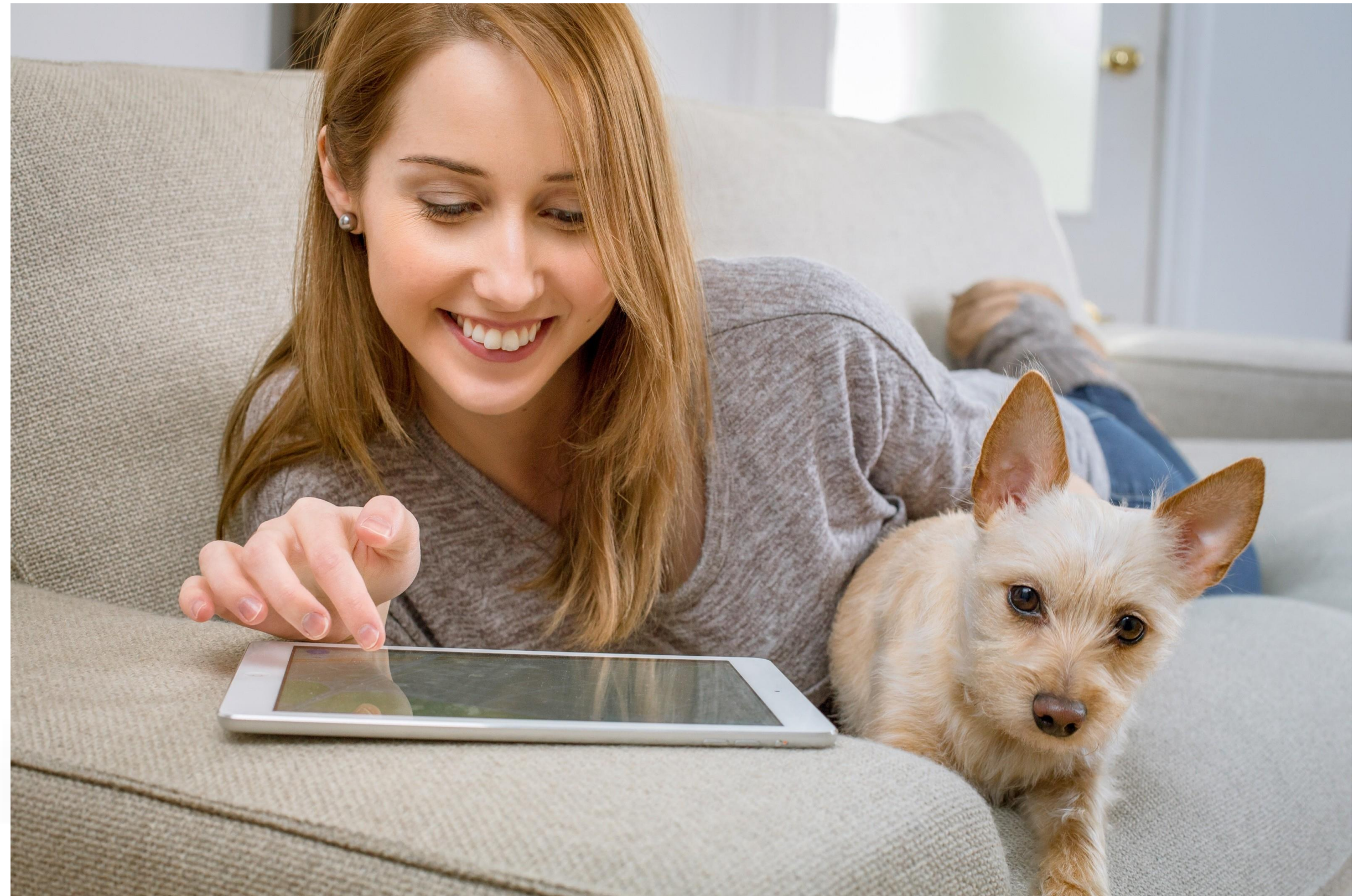
Increased use of analytics to drive prescriptive interactions

- Rather than rote process driven interactions, analytics can be used to develop a series of more relevant interactions based on customer history and digital behavior.



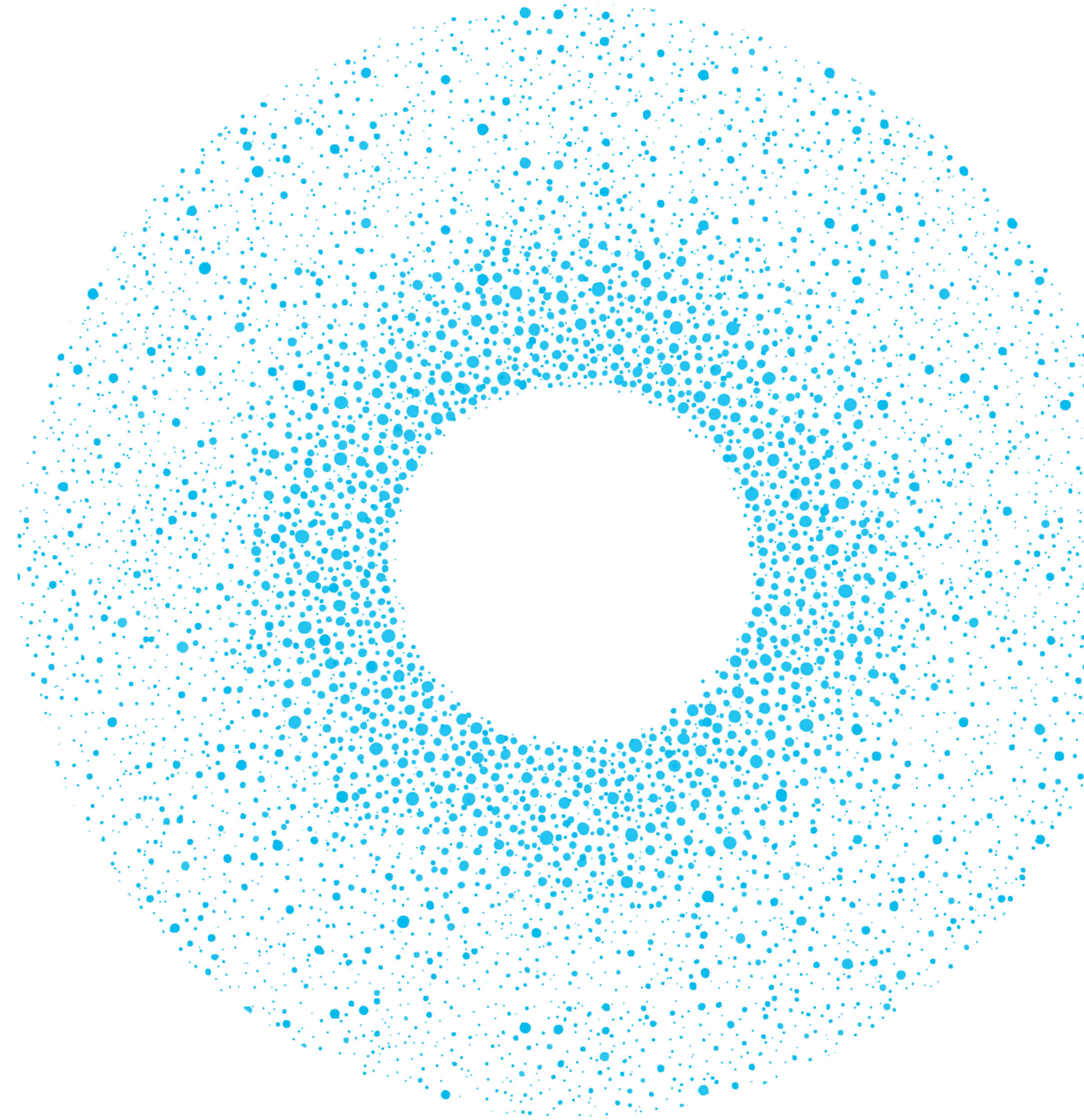
Enhanced self-service experiences

- Customer service phone calls are decreasing while more people are using web, mobile, forums, and automated bots, or chat-bots to interact with companies and make purchase and support decisions.



Innovation Tour 2017

WCM Strategy & Direction



OpenText WCM Strategie und Ausrichtung

Erstellung und Verwalten von kontext bezogenen und personalisierten Informationen



Omni-Channel

Preparing for the **post-browser era** and **headless services**



Content in Context

Real-time analytics driven **personalization**



Business in Control

Focus on **usability**, **data-driven**, reusable experiences



Full Customer Lifecycle

Entire customer journey and **interoperability** with ecosystem



Real-Time Analytics

Real-time decision making and data collection, **embedded** and extendable **analytic services**

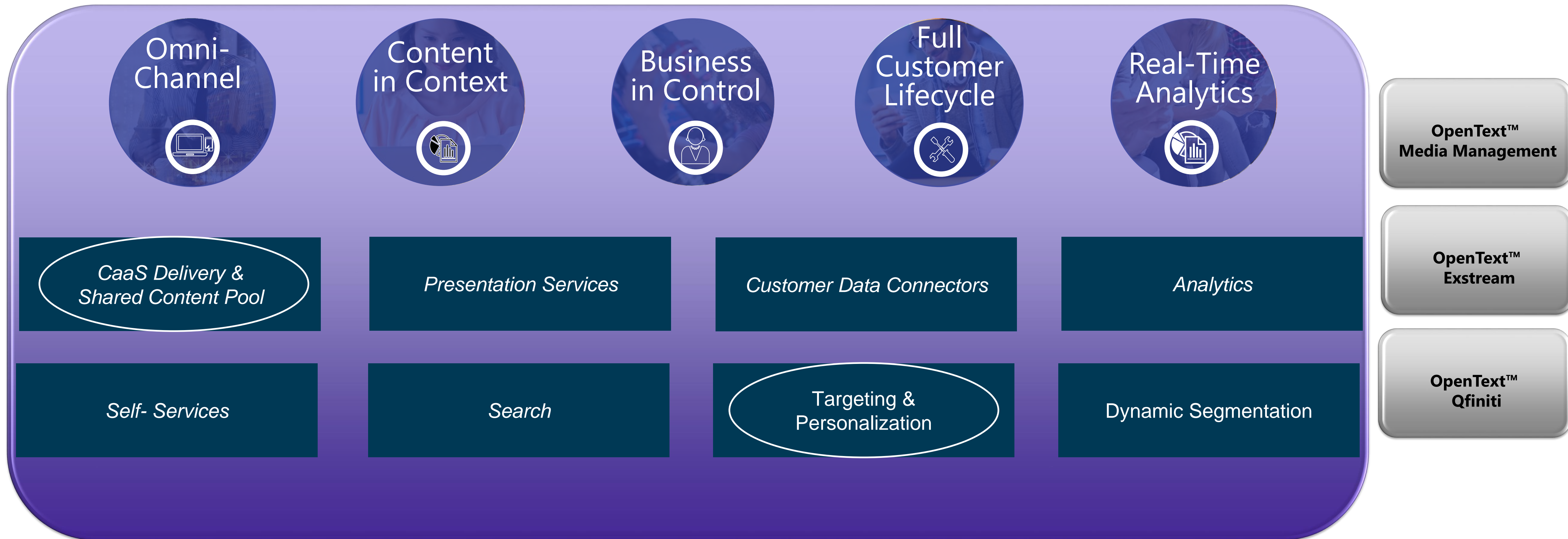


Cloud, SaaS, XaaS, CaaS



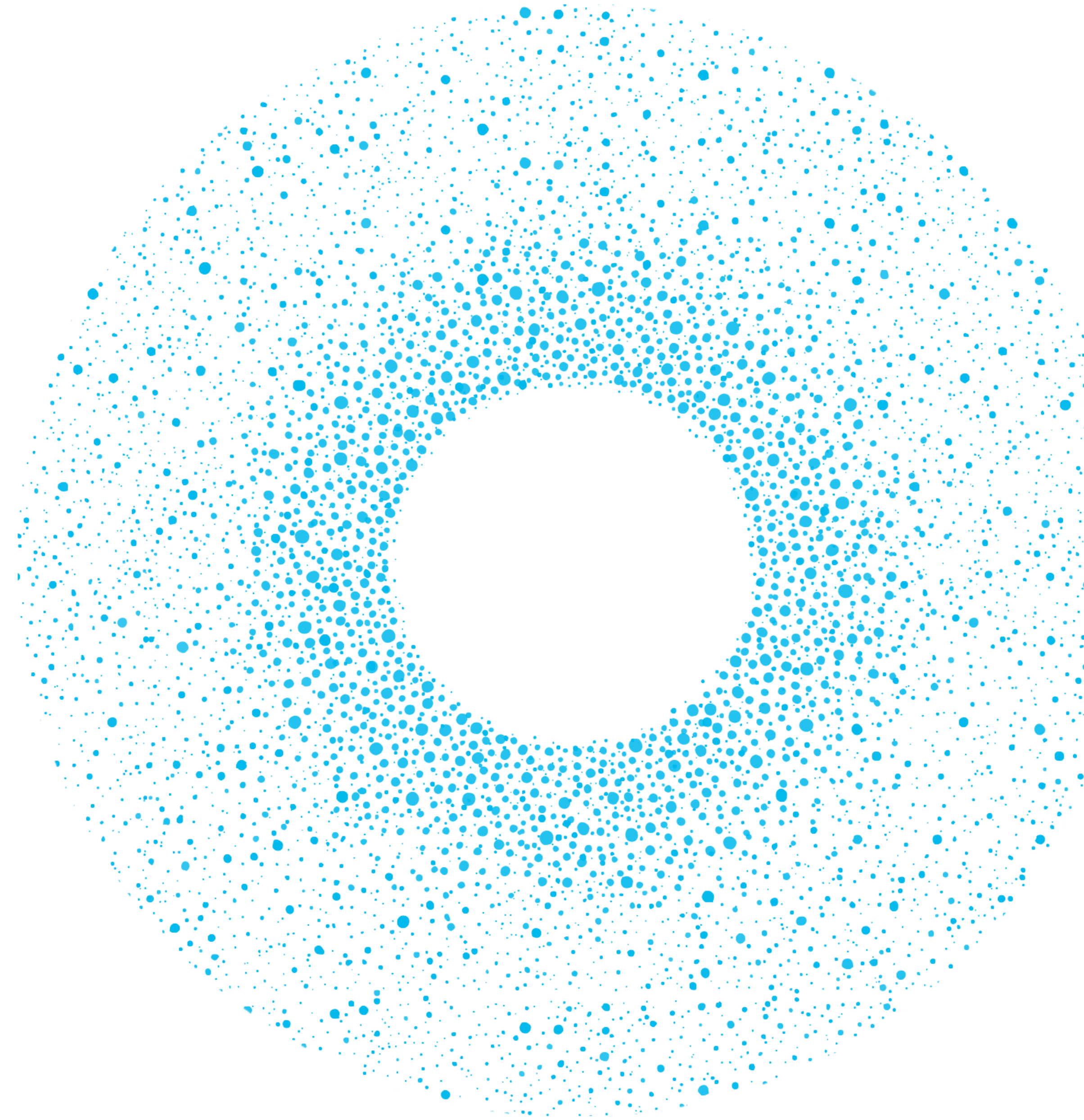
OpenText Experience Data Platform

Micro Services für Cloud Lösungen



Enterprise World 2017

WCM Product Advisory Council



Survey: Priorities for the next 18 months

- 66% said:
 - Using the DX platform for customer experience use cases beyond marketing acquisition
 - Self-service capabilities for personalization & targeting
 - Headless CMS to support omni-channel content delivery
 - Tighter closed loop integration between WCM and A/B testing
- 50% said:
 - Machine learning for automated segmentation and targeting
 - Integrated 3rd party analytics to inform content choices
 - Targeting with 3rd party data
 - Publish content to 3rd party applications



Pillars of our DX Strategy

Focus on entire customer journey

- Look beyond marketing use cases
- Pre-login and Post-login scenarios
- Interoperability with CEM portfolio as well as partner ecosystem
- Integrate data and insights from Contact Center and CCM – Surveys & Forms

Analytics and Contextual Personalization

- Integrate data from different touch-points
- Simplify the user experience for targeting
- Incorporate predictive analytics
- Analytics to derive value of content and performance of content



Pillars of our DX Strategy

Accelerate move to Cloud

- Micro-services – Focus on migration/creation of core delivery services
- Containerization – Ease of deployment and support for elasticity
- Managed Services for hybrid and flexible deployment options

Continued focus on interoperability

- Simplifying workflows for technical users
- Focus on the developer (AppWorks) and on IT Operations (DevOps)
- Modern APIs

Integration Strategy for the Future

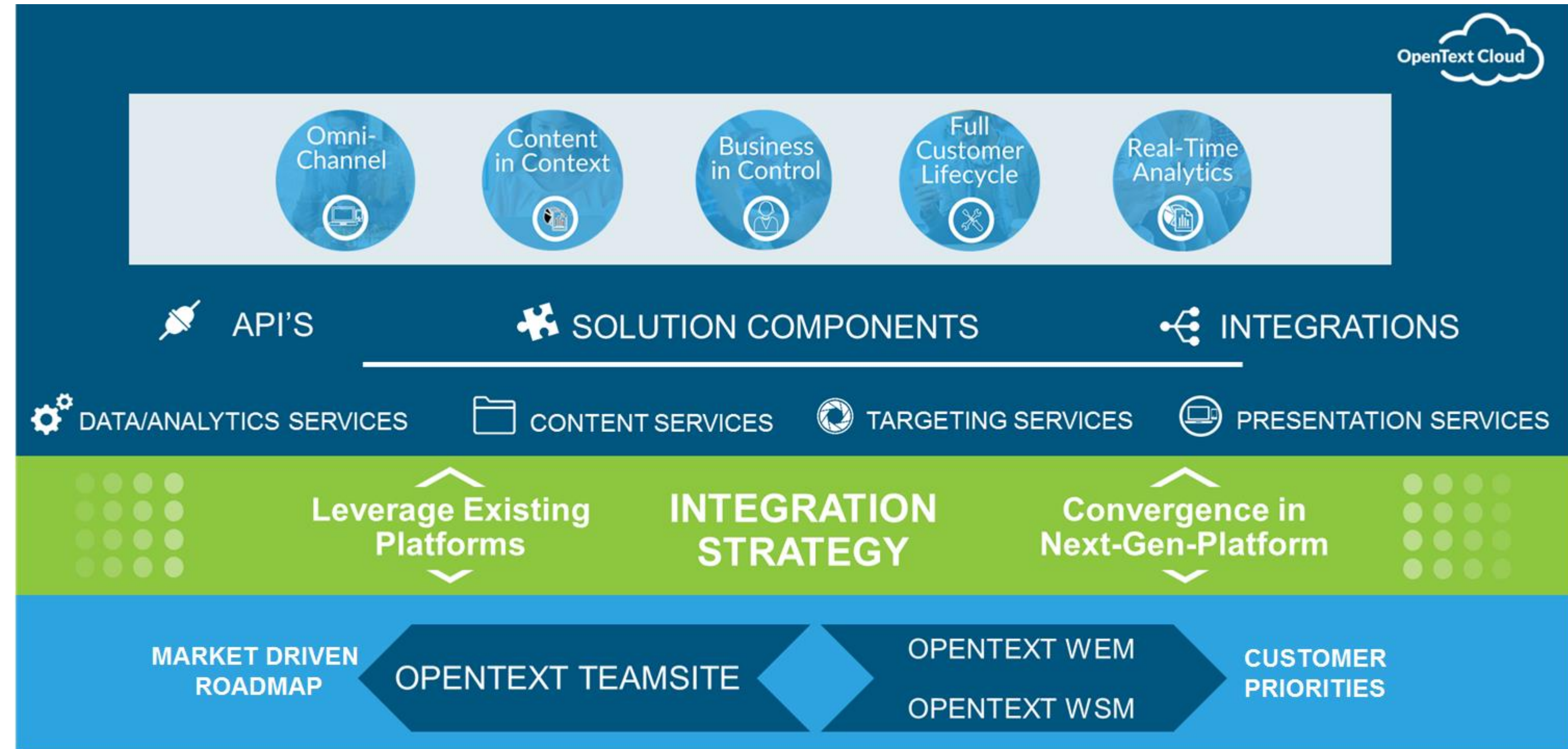
Microservices for Customer Experience

Accelerate Innovation

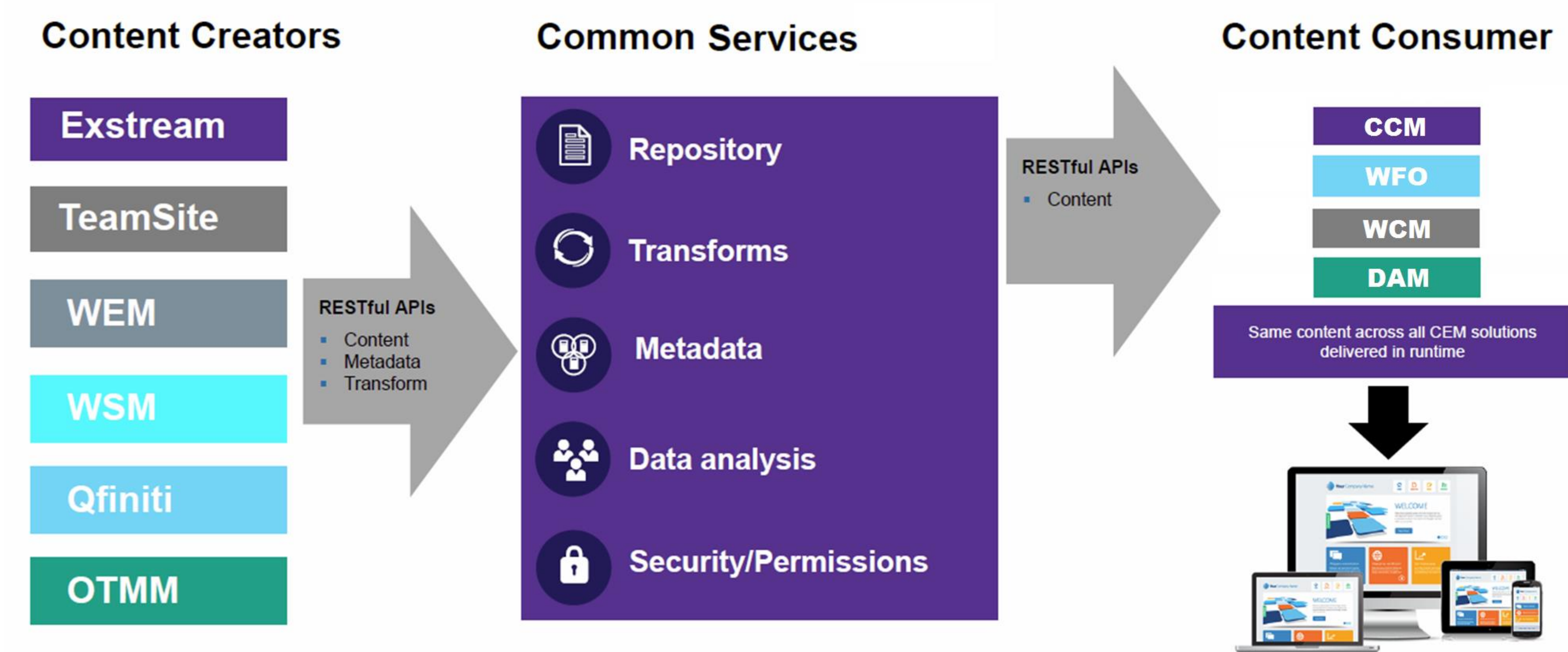
- Cloud micro-services increase leverage across CEM Suite and increase IP reuse
- Cloud micro-services provide building blocks for customers to leverage in their own apps

Progressive evolution

- Augment on-premises product(s) with value-added services like content services, personalization, analytics, data platform and ecosystem connectors

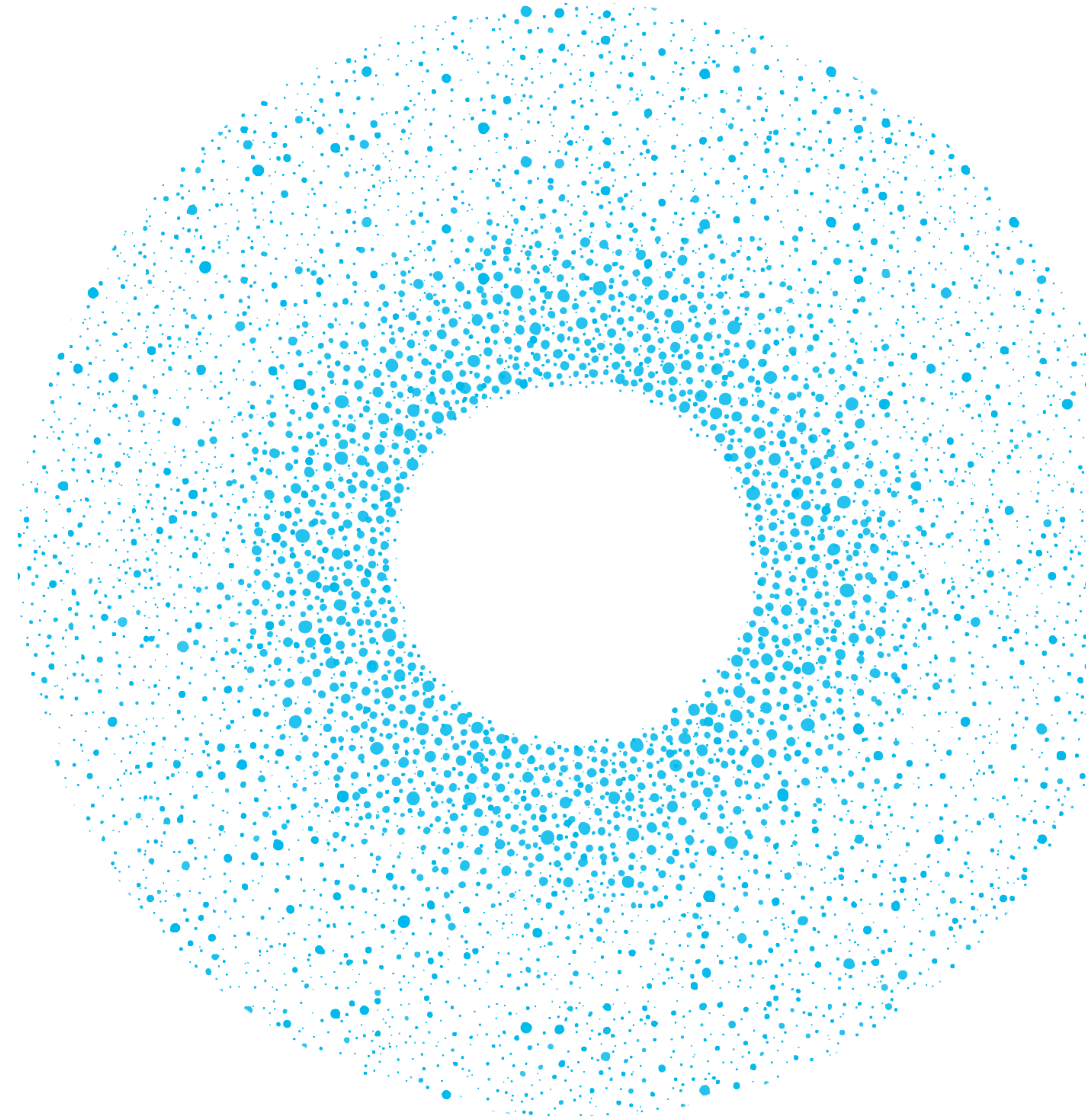


Common Services



Customer Experience

Direction



End-to-End continuous customer experiences

Look beyond Marketing to the value of Customer Care and Voice of the Customer programs to improve loyalty and advocacy.



Delivering customer experiences that are...



Engage users at every step of the decision journey to drive brand loyalty, revenue, and customer lifetime value.



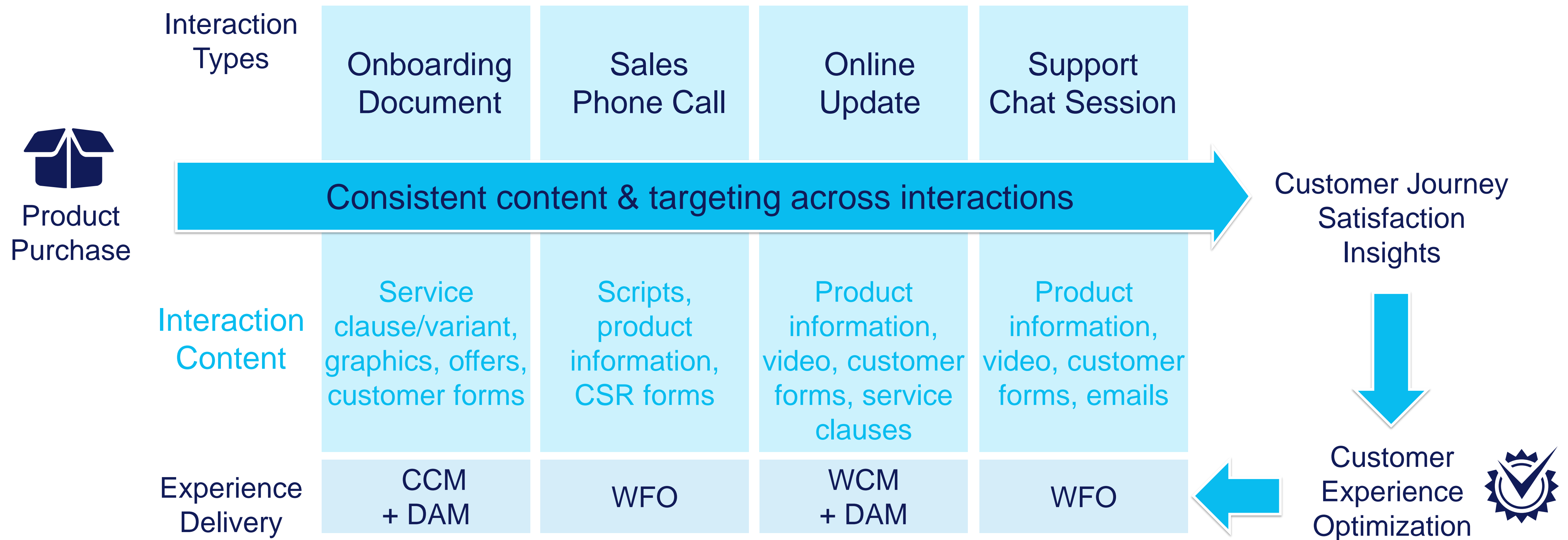
Connect *many* customer journeys and data from marketing to customer service to make continuous real-time adjustments to improve customer satisfaction.



Optimize all complex operational content and process issues that lead to greater synergy and customer engagement.

Targeting content consistently across the journey

Produce, target, and deliver content in context to interactions across all touchpoints



Interactions & Customer Journey

- A solution to enable the Customer Journey

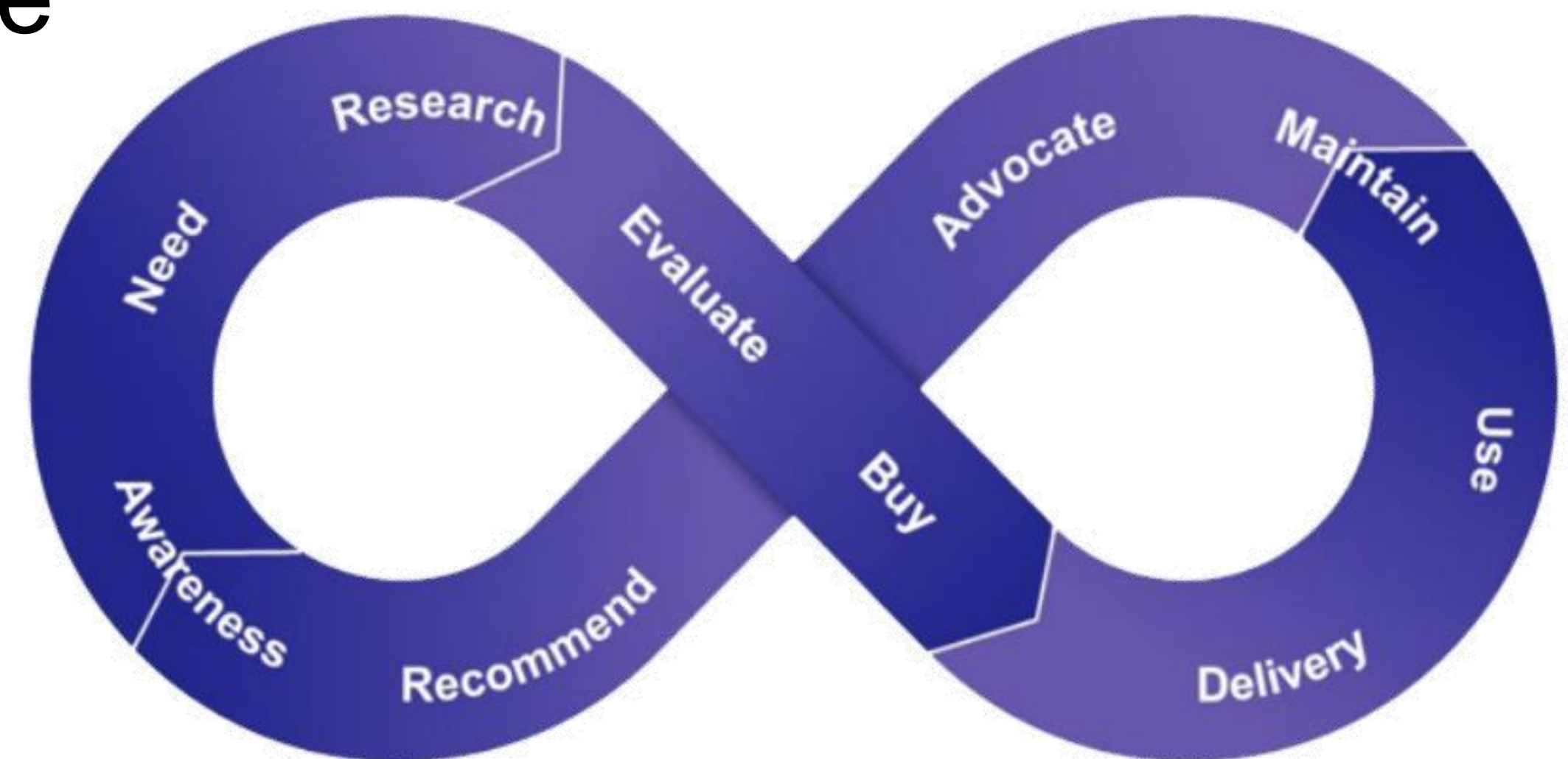
- **Customer Journey** – the customer journey spans a variety of touchpoints by which the customer moves from awareness to engagement and purchase. The goal is to develop a seamless experience that ensures each touchpoint interconnects and contributes to the overall journey.
- **Journey Analytics** – combines quantitative and qualitative data to analyze customers' behaviors and motivations to optimize key customer journeys, predict future behavior and evaluate opportunities to boost retention, enrichment, and loyalty.

- Integrating the CEM Experience Suite

- Federated reports and dashboards from Experience Suite
- Easily deployed in any environment
- Microservices architecture

- Services for external integrations

- Augmenting CRMs with push and pull
- Supports external solutions that expose data
- Attaches and adds value to major ecosystem players



Easily understand and optimize customer journeys

- View into CEM solution stack
 - All customer data compiled, customized and presented in reports and dashboards
 - What CEM solution are running and meaningful dates/events
 - Works in conjunction with a CRM
- Guide in the Customer Journey
 - Directing the customer to the next phase
 - Visual indicators on current state of the customer
 - List of all customer interactions
- Supports all environments
 - Easy to deploy
 - Based on micro-services and open APIs
 - Easy and auto update with full backwards compatibility

The screenshot displays the OpenText CEM Solutions Dashboard. On the left is a navigation menu with options: System, Status, Customer (highlighted), and Solutions. The main dashboard area is titled 'CEM Solutions Dashboard' and contains several key metrics and data tables.

Customer Status : OK

| |
|-------------|
| Prospect |
| Customer OK |
| Comms OK |
| History OK |

Interactions: Friday, May 26 2017

| |
|----------------|
| Last 5 days |
| Type Marketing |

Presence: Friday, May 26 2017

| |
|-----------------|
| Social |
| Channel Twitter |
| Presence Often |

History of Customer Interactions and Communications

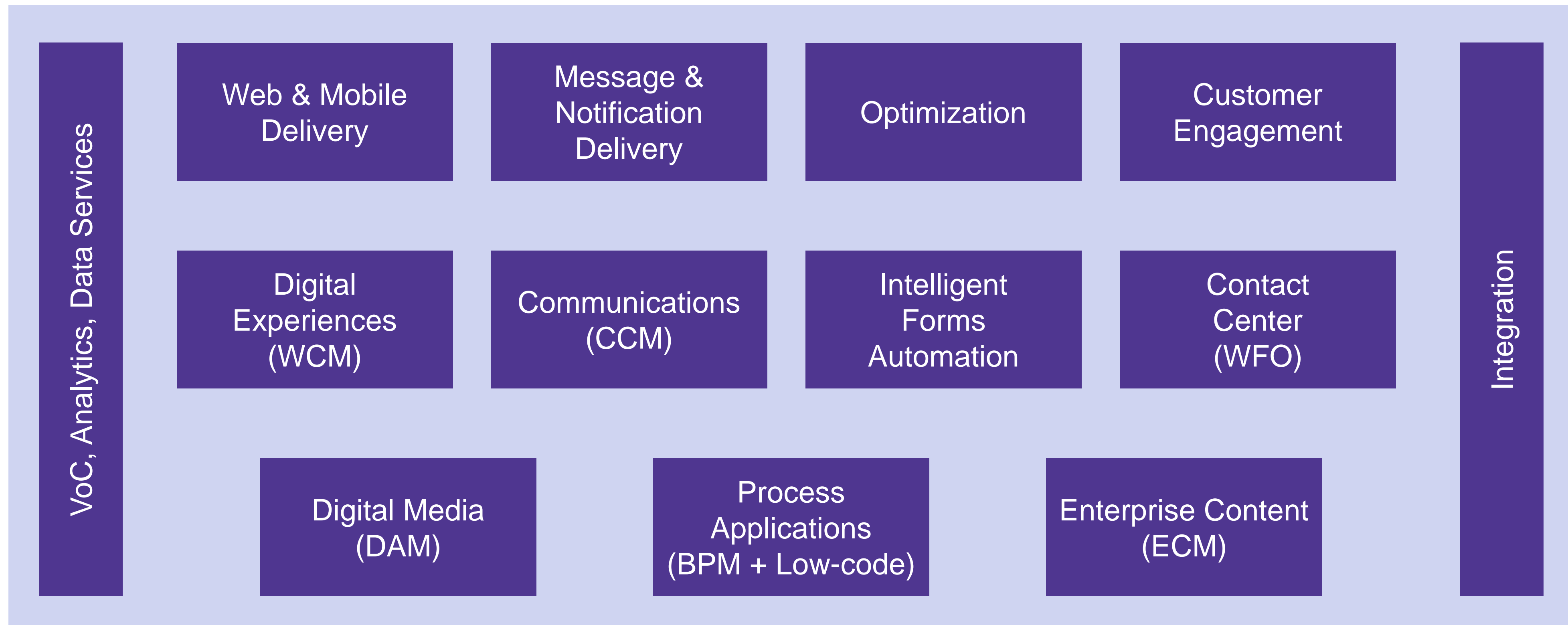
Marketing Communications

| Campaign | Date | Channel | Opened |
|---------------|-------------------|--------------|--------|
| Trial offer | May 26, 2017 | email, print | yes |
| Sign up | April 22, 2017 | email | yes |
| New customers | March 15, 2017 | print | - |
| Trial offer | February 10, 2017 | email | no |

Support Calls

| Date | Query | Channel | Satisfaction |
|--------------|---|---------|--------------|
| May 26, 2017 | Customer question on Trail Offer marketing campaign | Chat | yes |

OpenText capabilities for Customer Experience



SAP Hybris (v)

Marketo

salesforce

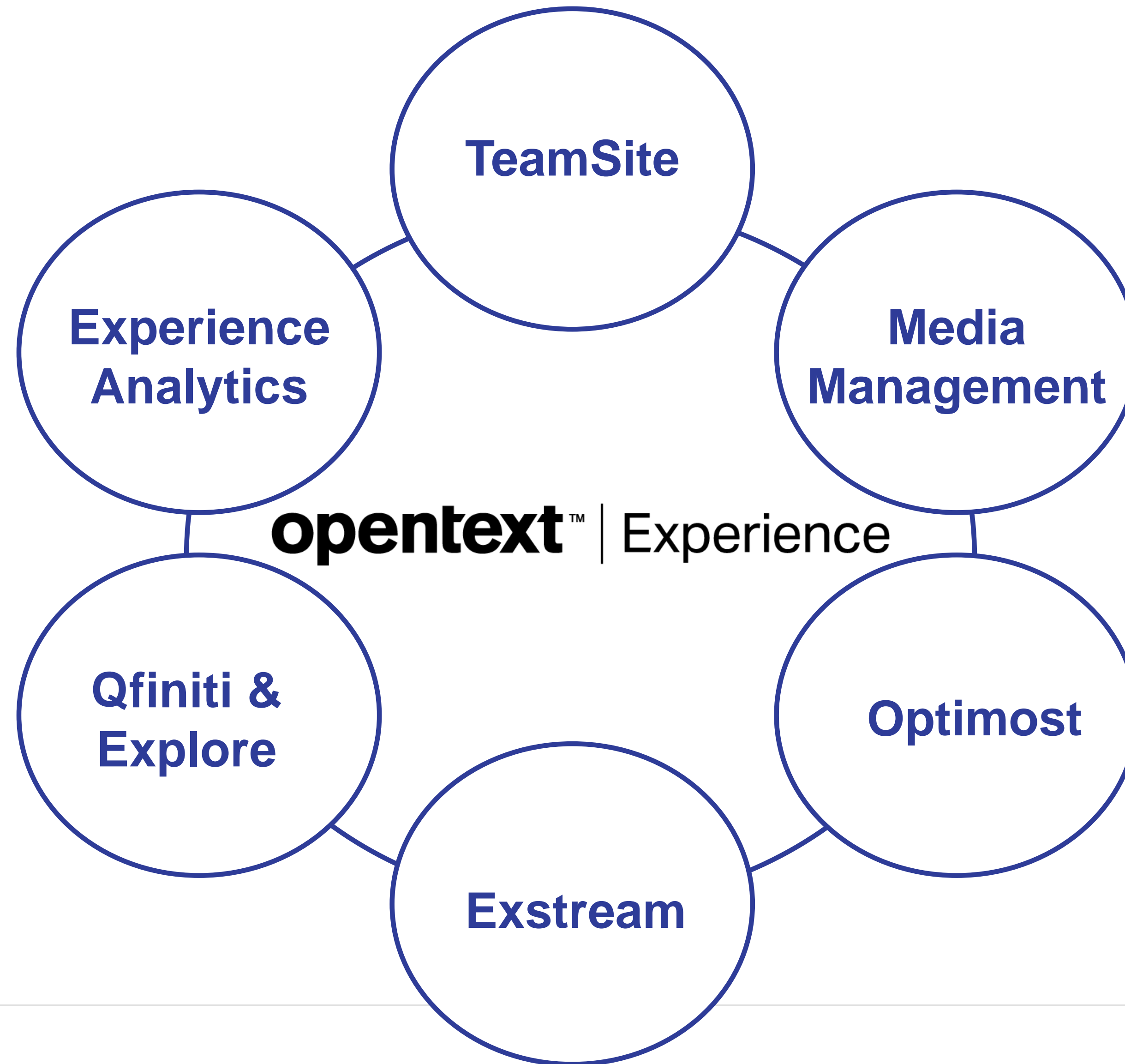
SAP

opentext™ | Cloud

Microsoft Azure

amazon web services™

Enabling a continuous customer journey



opentext™

Thank you



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