A Little Persuasion Brings Your Customers Closer

StreamServe Persuasion for Customer Experiences, an OpenText ECM Suite solution, enables you to quickly establish Customer Communications Management capabilities to

Leverage what you know about your customers by making broader and better use of the trove of customer information in your business systems;

Give business managers hands-on control to turn customer-facing documents into powerful marketing, sales, and customer-satisfaction channels; and

Improve the customer's experience by automatically providing more personally relevant information at multiple touchpoints ranging from one-on-one contact to high-volume, mass-produced documents.

In the *2010 IBM Global CEO Study*, 88 percent of 1,500 CEOs identified "getting closer to the customer as the most important dimension to realize their strategy in the next five years."

For CEOs of stand-out companies—those who improved operating margins over both long- and short-term periods—it was "an astounding 95 percent".

The customer's experience at every touchpoint, from correspondence to call-center interactions, offers an opportunity to strengthen the relationship. The challenge is finding a way to efficiently leverage what you know about that customer in order to make even mass correspondence, like billing or statements, more personally valuable.

Resolving this challenge has two dimensions. First, how can you innovatively deploy the wealth of customer information in IT business systems? Second, how can you empower marketing, sales, and support/service to rapidly adapt customer communications to evolving circumstances?

One key tool is Persuasion for Customer Experiences. Powered by OpenText Persuasion, it is a complete solution for creating, controlling, producing, and using customer-facing documents driven by your business systems.

Leverage Your Customer Information

Business systems do a great job of generating regular customer communications. But the value of their reservoirs of customer information—current activity and the historical record—is locked inside the rigid processes of the classic IT environment.

With Persuasion for Customer Experiences, business systems continue to generate their output as if nothing has changed. After they've done their work, however, the difference is dramatic.
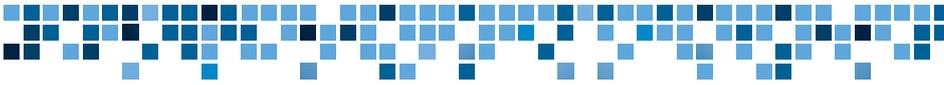
Persuasion accepts the normal output of business systems and then applies business rules to each customer's data to produce more personalized correspondence, even at high speeds and volumes. This enables you to realize greater value from what the enterprise knows about its customers.

Empower the Business Managers

When it comes to marketing, educational, and informational campaigns, traditional time and resource requirements limit the advantage you can take of your regular customer communications.

Lead times and expense for inserts, for example, or programming needed to alter the format and content of invoices or statements limit the number and variety of campaigns you can mount. You may see an opportunity but can't capitalize on it because the window is too short, the support resources are committed to other tasks, or the customer segment is too small a target for traditional effort and expense.

Persuasion for Customer Experiences alters this equation by putting more power directly in the hands of business managers. They can create content to be embedded in customer correspondence, and they can define the business rules that direct when and for whom that content will be included.

Because the information is embedded right in the correspondence—this is often called transpromo material—there is virtually no added expense or production time. And because the automatic decision of what to embed is based on each customer's profile and data, even tiny customer segments can effectively be served with personally relevant information.

Improve the Experiences

All of us respond well to personalized treatment. That's the essential idea of Customer Communications Management and it's a primary value of Persuasion for Customer Experiences.
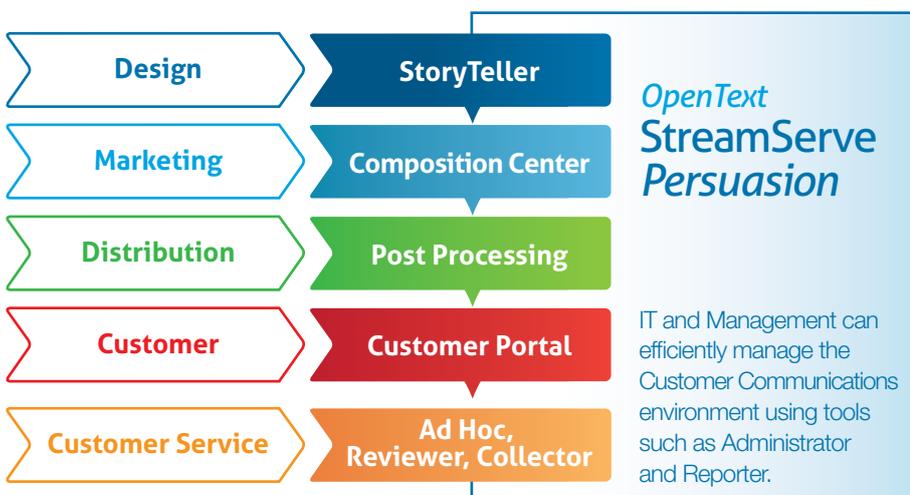
In written communication, personalization now goes well beyond the rudimentary "Dear [customer name]". Even companies that have massive numbers of customers—utilities and financial services, for example—now include informative and motivational information right in their regular correspondence. This includes graphs of usage versus neighbors, recommendations for different services or more appropriate plans, suggestions for better returns or lower cost, and the like.

Personalization also extends to how the document is delivered. Based on the customer's profile, Persuasion produces the form that each customer prefers—paper, electronic, web, fax, etc. With self-service options, each customer can note their preference and change it at will.

Personalized delivery is a double win for the enterprise. First, it demonstrates that you're listening to your customers and accommodating their wishes. Second, the overall mix has zero impact on production schedules. Persuasion automatically generates all of the documents, regardless of format, in one consolidated production run that is neatly organized for delivery through the appropriate channels.

In personal contact—call center conversations, for example—the representative can view an exact copy of the document the customer received. This helps get to the matter at hand, and its resolution, much faster because there's no confusion about where the question lies. At the same time, the representative also sees any personally relevant cross- or up-sell offerings that the customer can take advantage of.

Across the spectrum of customer communication, wherever a document can reinforce the personal touch, Persuasion for Customer Experiences delivers. It ensures that what the customer receives at any given touchpoint is relevant in that context and to the customer's current status.

Design	StoryTeller	
Marketing	Composition Center	**OpenText**
Distribution	Post Processing	**StreamServe Persuasion**
Customer	Customer Portal	IT and Management can efficiently manage the Customer Communications environment using tools such as Administrator and Reporter.
Customer Service	Ad Hoc, Reviewer, Collector	

Benefits

Companies using OpenText StreamServe Persuasion have consistently experienced benefits that include the following:

- *Faster turnaround for key business processes*
- *Significantly increased efficiency and throughput*
- *Support for new business opportunities*
- *More direct empowerment of business users and reduced demand and reliance on IT staff*
- *Better leveraging of existing IT/ERP resources*
- *Improved ROI across the enterprise*