

# OpenText Notifications

Strengthen customer communications with omnichannel delivery with a single, cloud-based solution



**Improve**  
communication  
targeting



**Increase**  
customer loyalty



**Grow** revenue



**Reduce** costs and  
improve efficiency

**Engaging customer communications are critical for strengthening relationships and fueling sales. With the right communications, companies deepen their relationships with customers to increase business, improve customer satisfaction and achieve greater loyalty.**

The delivery of customer communications comes in many forms, including email, SMS text, voice and fax. Some organizations fall into the trap of choosing single solutions for each of these communications: Vendor A delivers email, Vendor B delivers SMS text, Vendor C delivers voice messages and Vendor D delivers fax. This fragmented, unconnected approach adds unnecessary complexity and disruption.

Using a single vendor for each communication method causes several business challenges:

- Multiple vendors to manage and maintain
- Fragmented messaging platforms
- Limited visibility into transmission success/failure within CRM applications
- Lack of pre-built integration with CRM applications
- Limited tracking and capturing of customer responses
- Various opt-out lists to manage by communication method
- Several vendors to contact for support, troubleshooting and points of failure

OpenText™ Notifications can automatically tailor each customer communication with personally relevant information—at high volume and high speed—using their preferred delivery methods, which ensures a higher response rate. With better operational efficiency and direct control over content, business managers can react faster to market conditions and opportunities to increase loyalty and revenue.

**OpenText Notifications is a comprehensive, cloud-based, omnichannel communications platform to create and deliver highly targeted and personalized messaging via the recipient's communications channel of choice, from a single vendor.**

**Seamless integration with other customer communications solutions, including OpenText™ Exstream™ and others, makes Notifications ideal for producing, personalizing, managing and delivering timely and personalized communications.**



***“Our calculations showed that the ROI of the OpenText Notifications solution would be just one-and-a-half years, half our three-year corporate target. In addition to the monetary savings, the solution has brought confidence and has reduced risk to our business.”***

**Pim Van Der Gaag**  
IT Consultant  
Bakkersland

[➔ Read the Success story](#)

CRM and other back-end applications combined with Notifications strengthen the document creation and delivery process. The result is a powerful communications tool that makes business correspondence more productive and cost-effective—all from a single vendor. The integrated offering takes end-to-end document creation and delivery to the next level by automating the delivery of ad-hoc and high-volume outbound notifications in the channel customers prefer and will respond to—email, voice, SMS and fax.

### Improve communication targeting

By integrating CRM and other applications with Notifications, organizations can manage and maintain the creation and delivery of customer-centric messages through a single, unified solution that supports an integrated communications strategy connecting to all key stakeholders. Targeting the right recipient with the right message through the communications method they prefer increases messaging effectiveness and replaces disrupted, limited information control with full, end-to-end information control.

### Increase customer loyalty

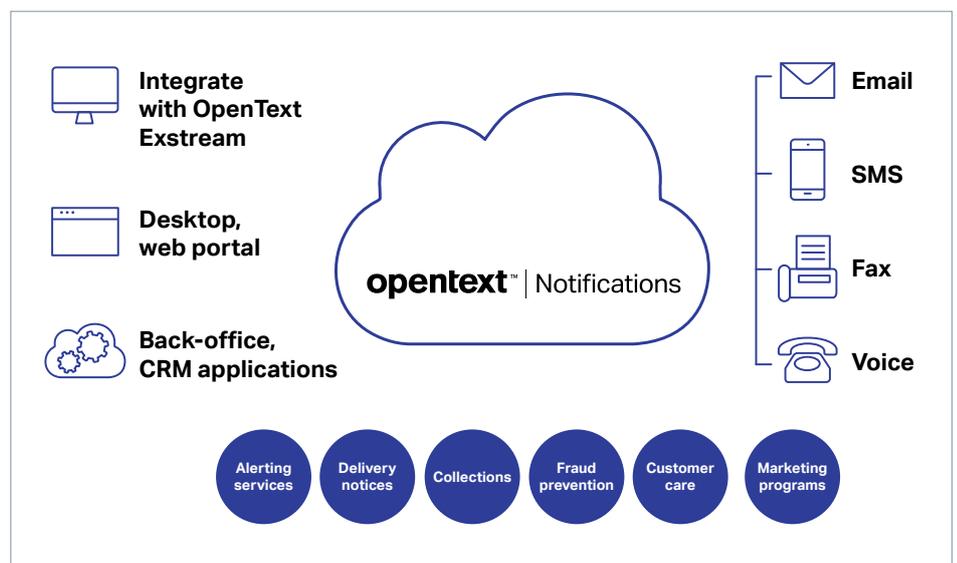
Notifications enables users to quickly and easily create and deliver personalized offers and capitalize on additional sales opportunities. This allows greater agility and faster response times to opportunities, providing an easy way to increase revenue and strengthen relationships with customers.

### Grow revenue

Notifications helps organizations increase business agility and respond faster to market trends and customer behaviors to capitalize on new sales opportunities and increase revenue. Regardless of the process, for example communicating with suppliers to fulfill an order, Notifications provides delivery notifications or helps facilitate payment. It works with back-end systems, eliminating most manual handling, reducing costs and errors, which would negatively affect business cycles.

### Reduce costs and improve efficiency

By adopting a single provider solution for all omnichannel messaging requirements, organizations eliminate the costs of separate, disjointed messaging systems and reduce administrative overhead.



 [See the demo](#)

 [Watch the Explainer video](#)

 [OpenText Exstream and OpenText Notifications](#)

 [Learn more](#)

Feature	Description
<b>Multiple channels in a single platform</b>	<ul style="list-style-type: none"><li>• Supports all communication channels, including SMS, voice, fax and email, in a single solution</li><li>• Personalizes messages to the individual, delivered via their preferred channel, and adapts communications as channel preferences change</li></ul>
<b>High-volume email delivery</b>	Improves email deliverability with a powerful, multi-tenant platform built to handle the highest volumes of email
<b>Operational analytics</b>	Applies rich insights and easy-to-use data visualization tools to transactions and messages on key performance indicators, including messaging volume, system performance and message deliverability
<b>Pre-built integrations</b>	Integrates seamlessly through robust APIs with business processes and enterprise applications, including CRM, marketing automation and ERP
<b>Complete customer engagement</b>	Creates and delivers an effective customer engagement solution with a pre-built integration to Exstream, providing bi-directional communication and 360-degree visibility between the solutions to allow organizations to create a complete, results-driven engagement solution

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