

EXECUTIVE BRIEF

# OpenText Total Experience for Utilities

Increase customer and employee satisfaction while leading communities toward a sustainable future



**Create** sustainable communities



**Empower** employees to deliver for customers



**Reach** customers everywhere with omnichannel communications



**Get** insight for better decisions

**Mounting customer expectations and concerns around sustainability require utilities to optimize customer service operations to contain costs and improve customer satisfaction. Utilities need to deliver trusted, relevant, and optimal experiences to internal and external customers across all channels, every time. Unfortunately, information is often stored in multiple systems, limiting visibility into the customer lifecycle and leading to delays, unsustainable consumption, and poor customer service.**

Operated and managed in the cloud, OpenText™ Total Experience for Utilities is a personalized, integrated, service-based solution that helps employees provide exceptional experiences by serving the right content at the right time across the ecosystem. Organizations can deliver personalized communications while enforcing privacy and compliance. It helps utilities maximize the value of each interaction for increased productivity and customer satisfaction.

## **Create sustainable communities**

Exceptional experiences at all stages of the customer journey build sustainable relationships that last. With OpenText Total Experience, users can provide customers with rich, relevant, and targeted real-time communications across all channels and easily manage new formats, such as images, video, 3D, and virtual reality. Optimize customer experiences by testing and targeting communications to find just the right messaging to lead your communities toward a sustainable future.

***"Unless utilities bring their customers along, utilities will struggle to achieve their clean energy goals they have put in place for the coming decades"***

J.D. Power

***"When customers experience an outage, about 50% of customer satisfaction is derived from factors within the direct control of the utility's customer service organization, including information on timelines, clarity and ease of access"***

McKinsey & Co.

***"OpenText enables SRP to reach out more efficiently and more precisely with our messaging so we can deliver content faster to market."***

Bill Garmen  
Senior Technical Strategist  
of Creative Productions  
Salt River Project

[Read the full case study](#)

## Empower employees to deliver outstanding customer experiences

Just as there is no Customer Experience (CX) without Employee Experience (EX), there is no sustainability without relationships. Provide employees with information when and where it is needed so they can make smarter, faster decisions that deliver a better customer experience and cultivate sustainable relationships.

OpenText Total Experience allows utilities to connect content and processes to enhance collaboration and exception handling on cases, enabling employees to stay informed and productive wherever they are. Optimize and automate repeatable business processes to reduce transaction times, expedite customer onboarding processes, ensure consistent execution across departments, and free up knowledge workers for higher value activities.

## Get insight for better decisions

AI-driven intelligence enables customer-facing teams to anticipate the next best action, next best offer, and next best channel, while real-time analytics and orchestration capabilities improve the customer journey. Advanced AI and data analytics help uncover actionable insights, powering intelligent customer self-service and individualized interactions.

## Reach customers everywhere with omnichannel communications

Implementing these capabilities can be a powerful shot in the arm to your customer acquisition and retention efforts. OpenText Total Experience allows utilities companies to manage experiences across the entire customer journey through all channels: websites, customer portals, transactional communications, self-service solutions, and call centers.

This integrated platform includes best of breed capabilities for web content management, customer communications, and customer service management, Voice of the Customer analysis, communication orchestration, and customer audience and profile management. As a modular solution, OpenText Total Experience allows organizations to build and integrate with their existing technology stack to achieve their goals.

Many of the world's most powerful enterprises use OpenText digital experience solutions in their work to attract, engage, and keep their customers. Nineteen of the world's top 20 Utilities companies rely on OpenText for mission-critical operations across business units and departments.

## 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](https://opentext.com).

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