opentext™

OpenText StreamServe in Banking

Smarter Communications Engage Customers, Reinforce Loyalty, and Lower Costs

With funds and allegiance transfer only a click away, banks face growing challenges when it comes to retaining customers. So it's vital to maximize each customer's experience at every touchpoint.

Right from account opening and enrollment, OpenText StreamServe works with your back-end applications to provide high quality customer communications. For example, it can consolidate information from multiple back-end systems to create a single portfolio view for each customer, improving their experience at reduced cost.

Dynamically generated statements and other correspondence also enable you to intelligently target new product messages—to high net worth individuals, for instance. So rather than being just a legal notice, statements can reinforce the personal relationship, even at massive volumes.

Banks across the globe use OpenText StreamServe to generate communications like these to foster goodwill, and to make every customer document a personalized marketing channel.

Capitalize on what you already know about your customers

Business systems are treasure troves of customer information. OpenText StreamServe does not only enable you to see what customers have already done, but also to influence their purchase decisions, perceptions, satisfaction, and loyalty.

Applying business rules to information coming from multiple systems—back-end, Customer Relationship Management (CRM), content management, etc.—OpenText StreamServe can produce persuasive, engaging, and personalized communications that can positively affect the bottom line.
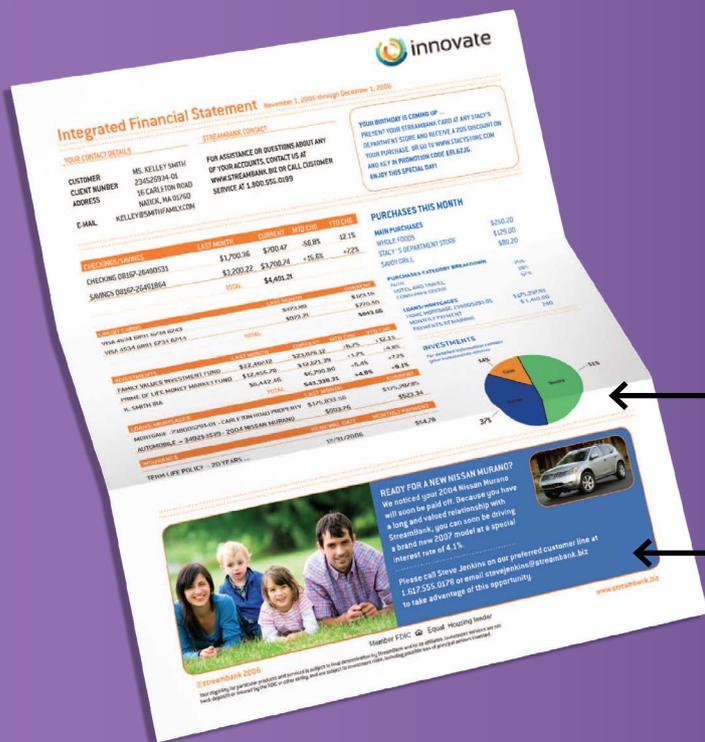
For instance, instead of seeing a customer statement as an isolated event, consider it as the latest point in the trajectory of your relationship. If each statement includes relevant offers, alternatives, or advice based on a real-time assessment of the customer's profile, history, and current data, then you are much more likely to strike a resonant chord.

Possibilities could range from simple consolidation of a customer's multiple accounts

BENEFITS

- *Reinforce customer loyalty with personalized statements and correspondence*
- *Introduce new products and manage changes faster with easy-to-design bills*
- *Modernize your customer communication with the latest presentment technology*
- *Reliably deliver superior, compliant customer communications even at high production speeds and massive volumes*

ENTERPRISE INFORMATION MANAGEMENT

The anatomy of smarter customer correspondence

Even at very high volumes, OpenText StreamServe dynamically generates individually personalized correspondence such as statements. This gives you exceptional ability to automatically target customer segments as well as to upgrade the customer experience.

A full-featured, familiar design environment enables designers to create and evolve more attractive, customer-friendly formats without requiring IT support or system-specific programming.

Modernized statements enable more customer-friendly presentation of account status and history, and offer flexible, customer-selectable delivery options that include economical and environmentally friendly electronic formats.

Business managers can directly implement rules to automatically capitalize on specific customer profiles; for example, including personalized recommendations for account options, or new or additional products and services.

The net results are better-informed, more engaged customers and accelerated implementation of marketing, compliance, and sustainability programs.

This same dynamic solution can be used for all of the bank's common customer correspondence.

to make it easier for them and you to manage the relationship to including ongoing analysis of their business in order to maximize the value for you both.

OpenText StreamServe can automatically include information like this as each document is produced, using parameters that business managers have set. It puts the content of customer profile and history into the context of the current situation to produce communications that are more advantageous for you and the customer.

The result? More informed and influential interactions that increase the customer's value to you—and yours to them.

What does 'personalized communications' really mean?

Given the high volumes and production deadlines that most banks must contend with, personalizing each customer's communication seems like a remote wish. Yet that is exactly what you can do with OpenText StreamServe.

Business managers can create, implement, and manage direct marketing and sales campaigns that are more effective and cost much less than traditional inserts, for example. They do this by writing business rules that govern where and when a specific kind

of customer will see the information on their statement—not with their statement, but directly on it.

OpenText StreamServe generates each statement individually, even at high speed and massive volumes. So in any given run of statements, a customer who meets defined characteristics—perhaps account value or purchase choices—may see a particular offer, while the very next customer in the run would see a different one or possibly none at all.

This means better and more timely customer exposure to the value you offer, and increased profitability for you over their lifetimes.

Modernized production environment delivers high ROI

In addition to fostering a greater sense of attachment in their customers, banks also need to improve the operational efficiency of internal processes.

OpenText StreamServe helps achieve both goals, delivering high ROI in its own right, while also rejuvenating the ROI of existing IT resources by making greater use of the information they generate and contain.

With little or no change to existing business systems, OpenText StreamServe introduces a complete, modern document manage-

opentext™

ment environment from creation and composition through to high-volume production and multi-channel, environmentally friendly delivery. It streamlines document processes and significantly upgrades the bank's ability to productively leverage regular correspondence with each customer.

OpenText StreamServe provides clear and familiar tools for both technical and business people. Production staff get extensive control over the development and production processes and business people get hands-on tools to create, control, and manage customer-facing information without the need for IT support.

The results are innovative options for improving customer loyalty and expanding the customer relationship, accelerated response to changed compliance requirements, and reduced operational costs through greater efficiency and flexible transitions to electronic formats.

A closer look at OpenText StreamServe's smarter solution

Smarter customer correspondence reduces development and production costs and creates effective new options that can help increase customer loyalty and wallet-share, advance sustainability goals, and improve compliance posture.

Smarter correspondence

- Dynamically generated statements, welcome packs, etc., including color, logos, taglines, and so on, reinforce your brand identity
- Template-driven production simplifies and streamlines rebranding (for example, due to mergers and acquisitions), redesigns, or new variations
- Current data from enterprise systems populates correspondence in clear, easy-to-understand formats
- "Onserts" replace "inserts" to improve response and reduce cost and environmental impact
- Business managers implement rules governing content in real-time, with no need for IT support
- Reduced operational cost
- Significantly reduces document design/maintenance time and resources with dynamic customer correspondence templates
- Automated failure recovery guarantees document output and document audit trail, 24/7
- Provides print shop independence through print-ready output and reduces postal and handling costs with postal-ready output
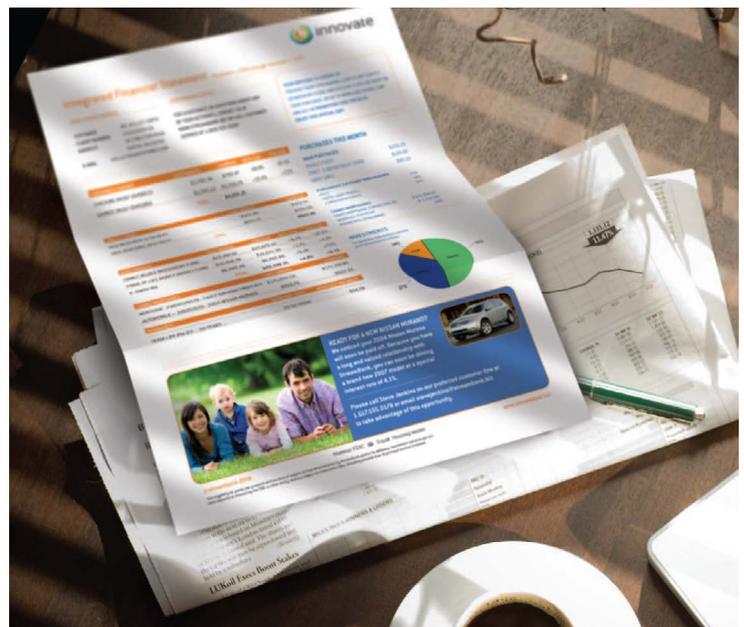
- Eliminates manual handling and associated errors and reduces costs by automatically collating common document packs (e.g., welcome packs)
- Improved customer communication
- Accommodates customer preference for language and fonts (large-type, Braille, etc.)
- Fosters understanding by including balance, activity, and/or historical record graphics on statements
- Includes personalized or segmented messages based on account type, customer type, age, and other customer-specific metrics
- Enables customer to self-select their preferred delivery channel

Improved call center productivity

- Call center operator and customer see identical bills, speeding conversation and resolution
- Reduces call volume due to clearer correspondence
- Equips call center to reinforce personalized messaging while on call
- Enables real-time resending of customer documents

Practical sustainability

- Offers multiple electronic delivery options through email-based attachments and web access
- Efficiently delivers additional information through embedded hyperlinks
- Consolidates communications going to the same customer to reduce resource consumption
- Reduces resource demand and paper waste through "onsert" capability

OpenText StreamServe improves customer satisfaction and lowers costs by automating the collation, sorting, and distribution of account-opening documents.

opentext™

How it works

- With no change to existing processes, OpenText StreamServe consolidates data from business systems into smarter, more cost-effective customer communications.

- Automatic collation of documents into a customer package (welcome packs, statements, notices, etc.) saves time, resources, and cost of multiple mailings.

- Using a single master template, OpenText StreamServe creates individualized correspondence for each customer in high-volume runs.

- Business managers directly implement content rules and material (marketing messages, compliance notices, etc.) without requiring IT support.

- Automated failure recovery guarantees document output and document audit trail, 24/7.

- Production runs can include multiple languages, customer-preferred font sizes, personalized messages based on account type, customer type, age, etc.

- Production-print and postal-ready output provides print-shop independence and optimizes delivery costs.

- Multi-channel delivery provides flexible, self-service options and automatic archiving.

- Reduced operational, production, postal, and materials consumption improve the firm sustainability profile.

www.opentext.com/contact