OPENTEXT™

Global Customer Service eBook

An in-depth look into OpenText's
industry leading Customer Service

May 2015

The Customer Experience

Since 1991, OpenText™ has been providing customers and internet users around the world with innovative online solutions that not only change the way organizations conduct their business, but the way people gather, store and use information.

Today we are the world leader in Enterprise Information Management (EIM) technology and have the numbers to prove it. With over 100,000 customers in 140 countries, OpenText has become a Fortune 500 company and has earned the trust of the world's largest and most successful organizations. Together, we help these organizations grow their businesses, lower costs, and reduce information governance and security related risks.

World Leader in **EIM**

Over 100,000 customers in 140 countries

The top 20 global brands trust OpenText.
Experience the Power of Information.

14 of the world's top 15 major banks and 83% of Fortune 500 banks trust OpenText
Accelerate the Power of Information.

The world's top 10 and 77% of Fortune 500 Pharma companies trust OpenText.
Manage the Power of Information.

82% of the Fortune 500 trust OpenText.
Discover the Power of Information.

77% of the world's top 5000 companies trust OpenText.
Unleash the Power of Information.

OpenText is available wherever you are!

Every interaction you have with an OpenText employee is an opportunity to let your voice be heard! Help shape the future of your OpenText products.

We encourage you to leave honest feedback whenever you can.

We want to know everything about your organization and technical environments so we can better assess your needs. We also want to know what you expect from us and the future of your OpenText products.

The OpenText Customer Experience team also reaches out to customers regularly in the form of surveys and focus groups.

We monitor Knowledge Center forums, My Support, OpenText Live webinars and social media.

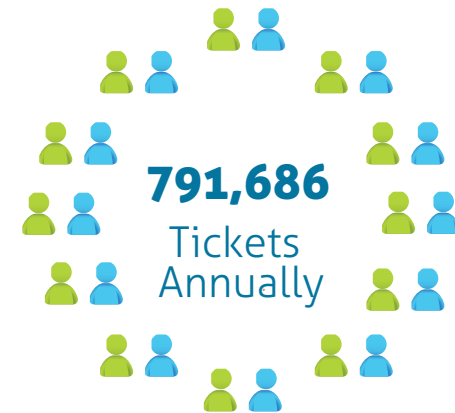KC/My Support

OpenText Customer Support

In order to protect you from the unexpected and provide you with the personal attention you require, OpenText Customer Support has been constructed from a customer's perspective. Together, our tightly integrated teams of product experts help to ensure your business operations are running smoothly, respond to your support requests, reconcile tickets, and report issues and feedback to development for review.

1,750,916 Transactions Proactively Managed

100,000
Customers

791,686
Tickets
Annually

An opportunity to **WOW** customers every 7 seconds!

Customer Interactions

13,213
everyday

551
every hour

9.18
every minute

400,000
per month

4.8 Million
per year

1 per
7 seconds

Waterloo, ON

Cork, IE

Manila, PH

We take pride in the high expectations placed on us by our customers, and strive to exceed those expectations with a culture that fosters extraordinary customer service and demands unparalleled results.

OpenText's world-class Customer Support facilities have been expertly designed to inspire creativity, innovation and team synergy. Our contemporary offices are also fitted with powerful, state-of-the-art tools that assist our specialists with the dissection and resolution of complex challenges, and allow us to engage in meaningful conversations with our customers.

What does this mean for you? It means fast ticket resolutions. It means that fresh, innovative ways to customize and optimize your OpenText implementation are being created all the time, and that you are always put in contact with the people who can best serve your needs.

We have invested in our in-house Support personnel so that you experience friendly, knowledgeable and well-trained professionals every time you come to us for help. From the moment you contact one of our representatives in any one of our 60+ offices around the world, it should be clear that every one of our employees has your best interests in mind, and is equipped to help you succeed.

90%

👍

Within the past year our surveys have indicated a 90% satisfaction in closed tickets.

Our friendly and specially trained Customer Support Representatives (CSRs) are available to take your calls, emails and Customer Self Service requests around the clock and in a number of languages. Our CSRs know more about our EIM products and their technical relationships with one another than perhaps anyone else in the organization, which allows them to find the experts most prepared to help you with your unique support request.

OpenText is proud to employ some of the most experienced and highly trained technical support staff in the industry, people who helped build our products from the ground up and who have seen every kind of OpenText implementation there is. Our technical specialists work closely with you on your tickets until their resolution, and provide valuable information that can improve implementation efficiencies, performance and security.

Often, our experts uncover clues that can help prevent further issues before they occur. In fact, we are constantly monitoring individual customer accounts in hopes of spotting anomalies—like an unusually high number of open tickets—and targeting environments that require immediate attention.

OPENTEXT

Our global network of product specialists is focused on your success.

OpenText has **45+ years' experience** supporting our customers in the deployment and administration of OpenText solutions.

We have over **60 offices** and **1342 staff** worldwide dedicated to keeping your operations running effectively.

Our worldwide organization offers support in multiple languages:

English (English)   普通话 (Mandarin)

Français (French)   **Deutsch** (German)

日本語 (Japanese)   **Español** (Spanish)

Italiano (Italian)   한국의 (Korean)

Vlaams-Nederlandse 廣東話 (Cantonese)
(Flemish-Dutch)

Português (Portuguese)

Additional languages available for regional product support. If you would like to inquire about your product/region options, please email customercare@opentext.com.

OpenText Customer Support also has a well-refined ticket escalation process in place to ensure critical issues are never put on hold. Customers are able to escalate an open ticket at any time using Customer Self Service, which will notify our team of its priority change immediately. This puts you in full control of your relationship with OpenText Customer Support. If the escalation is warranted, we will respond to your request within an hour and work with you individually until the issue is resolved.

Customer Service takes your needs straight to Development

Experienced product specialists help keep your systems running

Worldwide 24/7 Support, quick response

"I've been really impressed with [OpenText Customer Support's] response and their ability to delve into a problem. They want to resolve the issue and make sure it's taken care of on the first call."

– Jonathan Steele, IT Manager at Harper Grey

We work hard to meet the expectations of our customers and the lofty goals set by our organization, and are held accountable by our managers and peers. If a particularly challenging ticket is found, or if tickets that have been open for an extended period of time are identified, we may escalate tickets internally. Through a collaborative and selfless approach to ticket resolution, and an awareness of team performance, additional assistance is provided when and where it's needed. Customer success is always put first.

In addition to protecting your OpenText investment, Customer Support plays an active role in product innovation. Product feature requests and issues are collected by Customer Support employees and taken straight to development to help determine which enhancements and features should be worked on first. This interdepartmental cooperation gives our customers a constant voice in the way we develop our products, manage our strategies and set the bar for ourselves.

OpenText is committed to resolve support tickets as quickly as possible and provide a consistent experience for all of our customers. Customer satisfaction scores prove we deliver on this commitment, and the continued success of our customers speaks for itself.

Regardless of your level of OpenText Protect subscription, OpenText Customer Support is always on call to protect your implementations and help you succeed with our software.

Support Programs

At OpenText, we're all about delivering customer success. From the first time we work with you, you'll notice how everything we do is focused on strengthening our relationship with you and making you successful with your OpenText software implementation.

Trusted, proven protection against the unexpected.

Our global Customer Service team possesses the troubleshooting, critical thinking, and analytical skills necessary to rapidly resolve your most critical issues and keep your IT operations running effectively and without interruption. Like taking your car to a knowledgeable mechanic at your local dealership, OpenText understands the importance of working with someone who understands your problem and the steps necessary to get you where you need to go.

Whether you deploy your OpenText solution on-premise or in the cloud, you'll benefit from experts with years of experience supporting your OpenText solution. Our experts offer innovative ways to look at Enterprise Information Management, our software and your business needs.

That's why we've given our Customer Support programs the name Protect. It's a simple but powerful word that embodies our dedication to help you succeed with OpenText products, and our commitment to being there when you need us most.

OpenText Protect Premier Anywhere

Customers with mission critical OpenText systems, complex environments, multiple geographic locations or servers, aggressive roll-out plans, or insufficient OpenText product system management knowledge should consider OpenText Protect Premier Anywhere.

Our top-tier support offerings include a dedicated Program Manager—your advocate within OpenText—who offers expert advice and assists you with issue and escalation management, centralized communication and reporting. Employing ITIL Best Practices, your Program Manager partners with our most experienced support resources to coordinate onsite or remote technical assistance to help prevent problems, speed resolution, and simplify deployments and upgrades.

Customers also have the ability to customize their support program by adding support options from our catalogue of offerings that can be delivered as part of the OpenText Protect Premier Anywhere support programs.

With OpenText Protect Premier Anywhere, customers also receive unlimited support for all issues regardless of severity, 24 hours a day, 7 days a week, and the flexibility to continue partnered troubleshooting and issue resolution through any OpenText Global Center of Excellence.

OpenText Protect Premier Anywhere

Proactive Premier Support coupled with mission-critical, assistance for ALL of your ticket requests and enterprise needs

Partnered, pro-active support that combines assigned resources and deliverables, for optimal system stability:

- 24x7x365 support for all issues
- 1 hour initial response on all issues
- Assigned support liaison (Program Manager), single point of contact with intimate knowledge of your implementation, managing and escalating issues based on your business priorities
- Creation and maintenance of system inventory, used by OT technical experts to expedite triage of issues and resolution
- Pro-active planning for scheduled activities, partnering for success
- Best practices technical guidance, moving beyond break-fix support to identifying solutions for your top business issues

Enhance and customize your Premier Anywhere program, with options ranging from expert Technical Lead resources and Support Services – all with your specific business needs in mind.

OpenText Protect Anytime

In the unforgiving world of modern day business, downtime can negatively impact a company's revenue and brand. That's why it's essential to keep mission critical systems up and running. Customers who use OpenText applications to run their key business processes should consider our OpenText Protect Anytime support program.

With OpenText Protect Anytime, customers have unlimited support for production down issues, 24 hours a day, 7 days a week, along with a one-hour initial response time. When a critical issue arises, customers call a special toll-free number that puts them in direct connection with an expert with the experience necessary to rapidly resolve the most urgent issues and keep customer's IT operations running effectively and without interruption.

"We know that we aren't left alone to deal with any issues that come up, but can readily turn to OpenText for fast issue resolution."
– Shayne Marriage, IT Team Lead for PNM Resources

OpenText Support Options & Services

OpenText Customer Service provides a wide range of support options and services to assist your Service Management teams in proactively managing your OpenText solutions. Among other things, our services help you achieve peak system performance and reliability, and process effectiveness and operational efficiency. These proactive support options and services are enhancements to your OpenText Protect program and can be leveraged when the time is right for your organization by contacting **supportprograms@opentext.com**.

Supplement your existing Support Program with a few days of extra help that you can call upon for special projects. You set the timetable and we'll provide you with after-hours support, remote or on-site troubleshooting—whatever you need to get the job done.
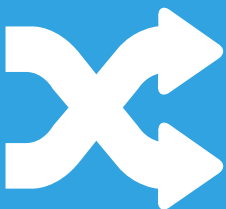
Upgrade on your own schedule by extending the past maintenance support entitlements of your product, plus receive critical patches for core product issues.

OpenText Customer Care

Another way OpenText delivers superior customer support is through our Customer Care program. The Customer Care program brings OpenText expertise to our customers through a variety of programs and services focused on helping them plan, deploy, and maintain their OpenText Enterprise Information Management solutions.

By leveraging customer insight and metrics, we've developed a program that delivers on our commitment to customer success. Our program benefits customers through increased satisfaction, but we won't stop there. Customers will increasingly feel the benefits of long-term strategic initiatives focused on adding value to OpenText solutions and helping customers excel.

Customer Alerts

OpenText Customer Care believes in the philosophy that relationships are built on trust. We want to earn your trust, which is why we deliver important Customer Support-related notices and product-specific alerts to your email inbox as soon as there is news to report. Through transparent and honest communications, we hope to give you a thorough understanding of what OpenText is working on and what's new with your product(s).

Champion Toolkit

No respectable tradesman would be caught without his or her set of reliable tools, and you shouldn't be either. Luckily, you can keep the Champion Toolkit on hand for in-depth Case Studies, White Papers, Best Practices—even videos—that will help you construct and maintain the OpenText implementation of your dreams.

Champion Toolkit documentation is peer reviewed and available for all major OpenText products.

OpenText Live Webinars

All of our webinars are recorded, which allows busy customers around the world to view our sessions at their leisure. Our webinars provide a look into new and upcoming OpenText software while also delivering expert advice, how-to knowledge, and tips and tricks that add value to our solutions. OpenText Live covers customizations, upgrades, product roadmaps and everything in between.

Beta Program

Thanks to Customer Care's Beta Program, you can get a behind-the-scenes look at the next major iteration of your OpenText product before it's released. Betas give you the chance to test out new features and functionality, and bounce ideas and concerns off of Development. We just toss you the keys and let you play.

Knowledge Center

Delivering mission-critical services to its customers and partners, the Knowledge Center (KC) supports over half a million documents and 52,000 users from all over the globe—Asia/Pacific, Europe, Middle East, North and South America, everywhere—making it one of the top 20 systems in the world.

Customers use the Knowledge Center for support. It facilitates logging, updating and reporting on all issue tickets, and provides downloads for all core product upgrades, patches and fixes. The KC also offers secure social collaboration for customer projects through tools like wikis, communities and online forums. Using these tools, customers can interact with one another and with OpenText—provide feedback and make feature requests directly to developers, trainers and consultants within the company whenever you like. In total, the Knowledge Center enables customers to collaborate and innovate with one another, deepening relationships and building trust with the organization.

CREATED IN: 1998

80,000 visits x month

SEVEN HUNDRED THOUSAND DOCUMENTS

EXTERNAL 2/3
INTERNAL 1/3

RUNNING THE LATEST VERSION & UPDATE FOR **CONTENT SERVER**

THE LATEST & GREATEST

Knowledge Centered Support

At OpenText, we believe that support should deliver more than reactive, issue-based solutions. As your trusted partner, OpenText aids in your success and ensures you get the most from your enterprise products. Using Knowledge Centered Support (KCS℠) methodology, our product specialists capture, transform and share relevant technical knowledge as part of the problem solving process. With over 55,000 articles, 26 Knowledge Bases, and 230 new articles added each month, customers benefit by getting access to important and timely product information that will help them succeed with their OpenText software implementation.

KCS is an integral part of our customer service processes and helps us to solve support requests faster, optimize the use of resources, improve customer success and use of web self-help, and build a collection of actionable information to product development about customer issues.

While working with customers, our Product Specialists leverage existing solutions in the Knowledge Center to ensure they are not attempting to troubleshoot previously solved issues. As part of the process, Product Specialists validate the solution and ensure the documents are up-to-date, complete and easy for customers to use. Where an existing document does not exist in the Knowledge Center, the Product Specialist captures the details of the support experience and creates a Knowledge Base article to capture this new knowledge.
New articles are published on the Knowledge Center—often within one business day—to allow our customers, partners, and Product Specialists quick access to this knowledge.

Capture

Transform

Share

The member companies of the Consortium for Service Innovation™, the organization responsible for maintaining the KCS methodology, estimate that between 65 and 90% of new customer cases in their customer service organizations are for previously reported concerns. With over 55,000 existing Knowledge Base articles in the Knowledge Center and hundreds more being added monthly, the Knowledge Center provides our customers with an excellent opportunity to find solutions to their product questions and concerns without ever needing to open a case with OpenText Customer Service.

Peggy Stiles
Principal Technical Analyst | Customer Support

"The Knowledge Base is the place that I go to first and return to often when I am investigating a customer's issue. With the certification process that we have at OpenText, I have a high level of confidence that the content is up to date and accurate. New Articles are written and submitted by analysts who are actually encountering and replicating reported behavior using real world scenarios. Submitting articles is a seamless experience that has become part of my daily job as an analyst; when I resolve an issue that was not found in the Knowledge Base, I can follow a simple process to submit an article – which then adds to the usefulness for both staff and customers."

My Support

My Support is powered by OpenText Portal (formerly Vignette Portal) and OpenText Semantic Navigation. Together, these technologies deliver a modern online experience to our customers and help them keep up to date with all of their OpenText Customer Support interactions, including open tickets and bugs.

With the recent introduction of ePayment capabilities, customers can also pay their Support Renewal online using a credit card or by uploading a purchase order. For customers on the go, OpenText is proud to offer a mobile app for Android, BlackBerry and iOS devices.
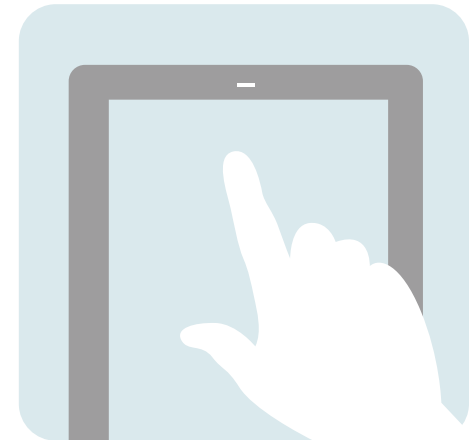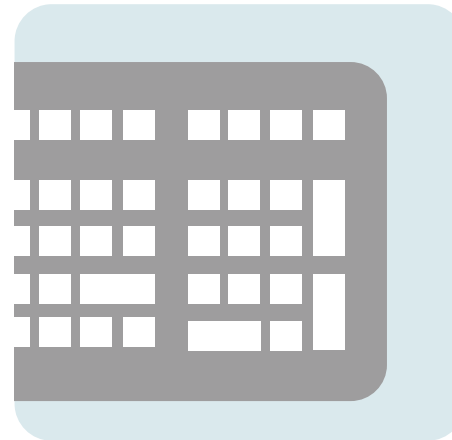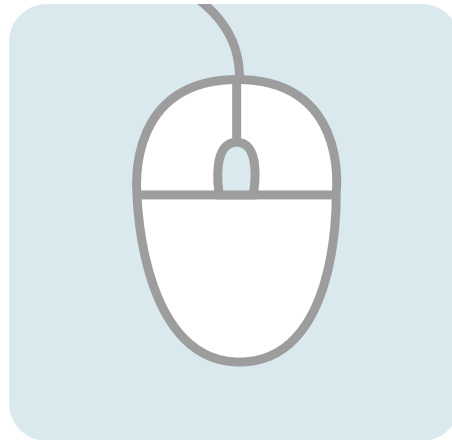
"Our customers' success lies at the heart of everything we do. As an organization, OpenText Customer Service manages and maximizes its resources and relationships to achieve this, helping more than 50 thousand global customers build digital enterprises by unleashing the power of information."

– James McGourlay, SVP, Global Customer Service
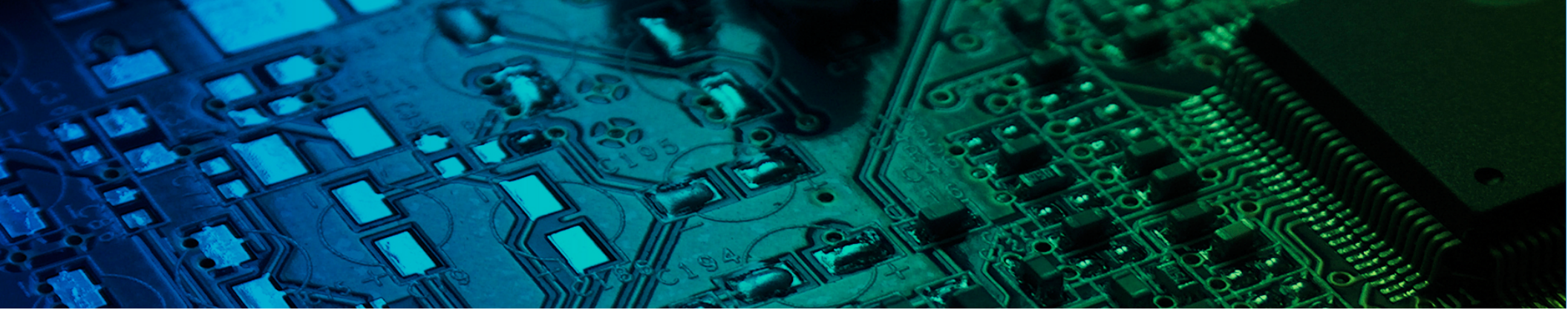
For more information about OpenText Customer Service
and the programs we offer, contact us at:

supportprograms@opentext.com

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit www.opentext.com.