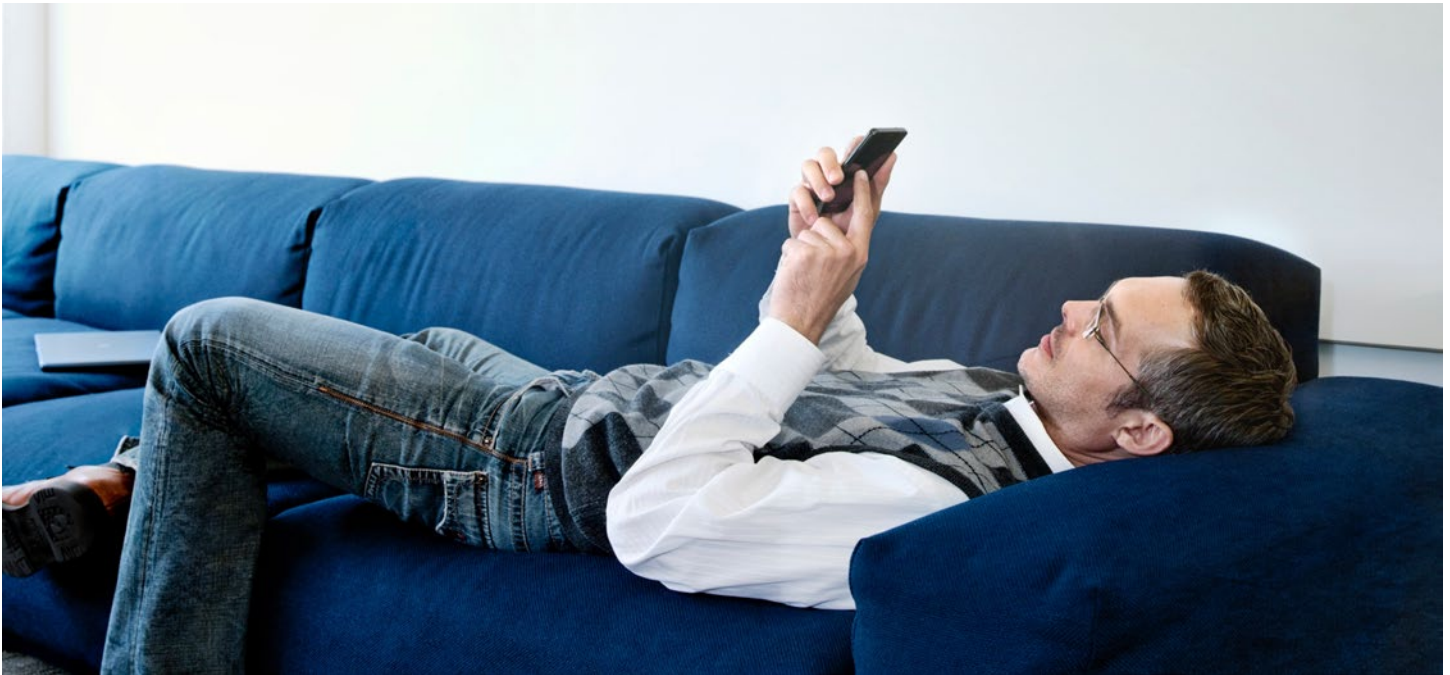# HP Exstream

Deliver more engaging customer communications with
HP Exstream and Autonomy Customer Experience Management

Use the power of customer insight to deliver synchronized, personalized communications across print, web, email, and mobile channels.

Customer experience is the single largest influencer on buying decisions. Delivering a consistent, personalized experience to customers can help you increase revenue and improve customer satisfaction. Now, with HP Exstream and Autonomy Customer Experience Management (CEM), you can strategically manage and deliver personalized, analytics-based customer communications across the full spectrum of print and digital channels.

If your business is like most, the processes you rely on to interact with customers are disjointed. Silos of customer data and islands of marketing content are often used by disconnected teams for traditional print and electronic communication channels. This can lead to inconsistent, confusing communications, regulatory and compliance challenges, and higher management costs. What you need is a true multichannel solution that can manage the evolution of the customer experiences you provide.

The solution provided by HP Exstream and Autonomy CEM helps you to deliver a next-generation experience. Synchronize your campaigns across all channels and power them with Autonomy's industry-leading analytics capabilities. You can extract and integrate valuable insights from your customer data to create and deliver communications that send the right message to the right customer at the right time, every time.

Deliver a consistent experience

Many enterprises have multiple databases and systems to store and manage content and produce communications for various online and offline channels, such as the web, print, and email. This approach can make channels and lines of business appear to be out of sync. You may also confuse and disappoint your customers by presenting outdated information and generic marketing offers.

With HP Exstream and Autonomy CEM, you can leverage the latest approved content across all of your business processes and delivery channels. The solution lets you generate timely, relevant, and consistent multichannel communications by using the content and assets used for the online experience for print, email, SMS, or other channels .
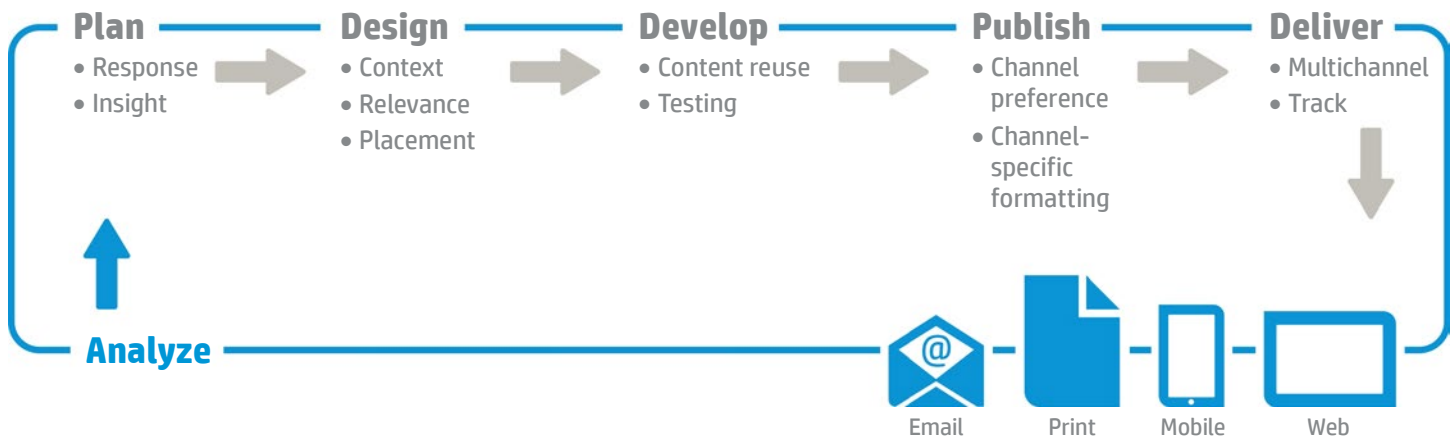
Drive customer behavior

You have access to more customer data than ever before. Making sense of that information enables you to create the meaningful, personalized communications that customers want. By combining the analytics capabilities of Autonomy CEM, which delivers highly targeted experiences to digital channels, and HP Exstream, the industry leader in customer communication management, you can leverage all of your enterprise data and content to deliver highly personalized, relevant communications.

These enhanced communications can help drive desired customer behaviors, leading to better outcomes for your organization. Better communications can improve customer retention and loyalty, drive top-line growth through cross-sell and upsell initiatives, and get better bottom-line results from optimized service activities.

Provide personalized content to the appropriate channel based on up-to-the-minute insights to do more with what you know. Your customers make decisions and act in real time, so why shouldn't you?

Optimize the customer experience

Analytics provide insight to drive targeted content and messages

Plan	**Design**	**Develop**	**Publish**	**Deliver**
• Response • Insight	• Context • Relevance • Placement	• Content reuse • Testing	• Channel preference • Channel-specific formatting	• Multichannel • Track

Analyze

Email   Print   Mobile   Web

Put your data to work

Use all of your data in real time, and increase your ability to make communications more dynamic and targeted. As customers provide both solicited and unsolicited information and opinions on your website, over email, via the call center, and social networks, the solution analyzes all customer interaction data the moment it occurs. Then, you can anticipate likely customer behavior and act on these insights while information is fresh and relevant. For example, if a travel services customer asks a call center agent about upgrading a travel package, you can immediately assemble a customized package for delivery via email and/or print.

Manage all communications from a single solution

HP Exstream and Autonomy CEM help you leverage your current assets and technology investments, deliver a faster time to market, and supports corporate and regulatory compliance initiatives—all while reducing costs.

You can enable multiple lines of business to deliver consistent, compelling experiences across all touchpoints using a centralized solution. Consistently and centrally manage content such as images, product descriptions, legal terms, promotions, and logos. Use it to create, personalize, and publish communications using the channels preferred by your customers.

When your communications are relevant and consistent, you can see increased customer satisfaction and more durable and profitable relationships.

Engage customers more easily

- Manage all customer experiences across the spectrum of online and offline touchpoints.
- Maintain brand consistency and reduce overhead by reusing rich media assets that transform dynamically.
- Leverage configurable multichannel templates to deliver consistent, unified content across all channels.
- Deliver targeted and relevant experiences to every customer and prospect.

Enhance your communication solution

HP Exstream and Autonomy CEM provide a single solution that can significantly improve the customer experience.

- Our single source publishing model eliminates the storage of duplicate assets as well as repetitive efforts to sync and maintain those assets. As you leverage Autonomy CEM's repository to manage assets, HP Exstream links to those assets (rather than maintaining its own copy) and retrieves dynamically.
- Autonomy CEM can create a personalized URL (PURL) that points to a group of offers and promotions targeting an individual customer. This PURL can be easily incorporated into any HP Exstream document, including bills and statements.
- HP Exstream pulls content from various sources and creates customer output that can then be pushed into a website generated by Autonomy. For example, a transactional table such as a credit card statement or checking register can be created in HP Exstream and then pushed to Autonomy for inclusion in a web page.

Why HP?

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world. In addition, HP offers a wide range of training, consulting, and technical support services to maximize your investment in our products.

Learn more

Contact an HP Exstream representative to find out how we have changed the way our customers do business. For more information about the HP Exstream customer communication management solution, please visit **www.hpexstream.com** or contact us at **exstream.info@hp.com** or 866-318-5925.

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