

Information reimagined



Imagine having a crystal ball that transforms ordinary customer interactions into extraordinary experiences. Journey orchestration is that magic tool—turning casual interactions into lifelong relationships while powering customer success and transforming your business from good to legendary.



Elevate customer satisfaction

Do you ever feel like a business just gets you? That's the magic of tailored experiences. Boost satisfaction and grow business with personalized interactions.

1.5X
more

Impact:

Companies that excel in customer experience have **1.5 times** more engaged employees than less customer-focused companies. (Source: [Zendesk](#))



Enhance customer retention

Addressing customer needs before they arise fosters loyalty and reduces churn.

5%
increase

Impact:

A **5% increase** in customer retention can lead to a profit increase of 25% to 95%. (Source: [Hubspot](#))

Bottom line? Predict, prevent, prosper.



Boost revenue growth

Satisfied customers are more likely to make repeat purchases, enhancing their lifetime value.

50%
more

Impact:

Existing customers are **50% more** likely to try new products and spend 31% more compared to new customers.

(Source: [Semrush: 65 Customer Retention Statistics You Need to Know in 2024](#))



Streamline operational efficiency

Coordinating customer journeys across channels eliminates redundancies and improves internal workflows.

60%
more

Impact:

Companies that prioritize customer retention are **60% more** profitable than those focusing on acquisition.

(Source: [G2](#))



Gain competitive advantage

Delivering seamless and personalized customer journeys set your brand apart in a competitive market.

74%
of consumers

Impact:

74% of consumers are at least somewhat likely to buy based on experiences alone.

(Source: [Invoca Customer Experience Statistics](#))

Journey orchestration is the secret to crafting experiences that customers love and remember. Unlock your customer experience superpowers with OpenText™ Core Journey.

Unlock your customer experience superpowers