

# 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.

# How to turn meh into magic moments with journey orchestration



## Do you ever feel like a business just gets you? That's the magic

Elevate customer satisfaction

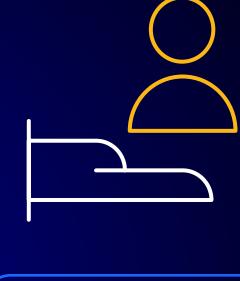
of tailored experiences. Boost satisfaction and grow business with personalized interactions.

more

### Companies that excel in customer experience have 1.5 times

Impact:

more engaged employees than less customer-focused companies. (Source: Zendesk)



### **Enhance customer retention** Addressing customer needs before they arise fosters loyalty

increase

Impact:

and reduces churn.

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

**Bottom line? Predict, prevent, prosper.** 



# enhancing their lifetime value.

**Boost revenue growth** 

Existing customers are 50% more likely to try new products

and spend 31% more compared to new customers.

Satisfied customers are more likely to make repeat purchases,

more

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

Impact:

Streamline operational efficiency

Coordinating customer journeys across channels eliminates



more

redundancies and improves internal workflows.

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



of consumers

your brand apart in a competitive market.

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

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