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SOLUTION OVERVIEW

OpenText Experience Aviator

Unleash the power of AI in the OpenText Experience Cloud. Create unique content to cover all touchpoints in the customer journey with both generative AI and image AI.

Empower content creators and drive efficiency

Ensure your data remains private and secure while running large language models

Experiment with a trusted partner: OpenText experts help you navigate AI

AI has emerged as a game changer—especially for customer experiences. It's transforming marketing teams – powering more creativity and speeding time to market. CMOs are seizing the opportunity to break through market noise and stand out from their competitors. In a recent survey, 70 percent said their organizations already use GenAI, while another 19 percent are testing it. Three of the areas CMOs are exploring are personalization, content creation, and market segmentation.[1]

With OpenText™ Experience Aviator, business users now have powerful AI assistants at their fingertips to auto-generate contextual and relevant content for customer communications, rich media, and image content.

Experience Aviator uses GenAI, ImageAI, and content analysis to remove friction, provide inspiration, and make content smarter when creating customer experiences. OpenText™ Exstream™ uses Aviator to assist authors in creating communication content, while OpenText™ Media Management uses Aviator to make rich media smarter and create inspirational images. Content authors and approvers can track the use of GenAI to ensure governance and controls are always in place. Aviator is part of the foundation services for the Experience Cloud and works seamlessly with **Exstream** and **Media Management**.

1 Boston Consulting Group, How CMOs Are Succeeding with Generative AI. June 15, 2023

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OpenText Exstream with Experience Aviator

From authoring and creation to auto-generated webpages and assets, dramatically improve the productivity of marketing, services, and support teams by leveraging LLMs to automate work.

OpenText Media Management with Experience Aviator

Generate inspirational images using textual sentences and send to creatives to produce digital media. A seamless integration into the workflow capabilities and inspirations being tracked via metadata for efficient management of AI-generated images (such as deleting or watermarking at end of workflow). Tap into the power of machine learning for brand recognition by identifying content or logos that are out of date.

Empower content creators and drive efficiency

Experience Aviator helps authors create new content and improve existing content for greater simplicity, understanding, and empathy with customers. AI also performs a variety of analysis, including rich media analysis (RMA), content summaries, and readability scores, to name a few. With our solution, you can unleash the talent of your authoring teams to speak with one brand voice and improve engagement with customers, all while running at enterprise-level scale.

Ensure your data remains private and secure

Your proprietary data should not have to be in public domains to run large language models (LLMs). Instead, Experience Aviator brings vetted LLMs to your private data set. OpenText Private Cloud customers can experiment with a sandbox environment to try new use cases. AI is learning, but with OpenText, your data remains private and secure.

Experiment with a trusted partner

Business and technology transformations never end, so you want a trusted partner to help you make the AI pivot. OpenText Professional Services helps you explore the use cases and models that apply to your business while navigating the complexities of AI.

Experience Aviator provides businesses with the tools they need to create engaging interactions and deliver relevant communications to customers, resulting in higher customer satisfaction, improved efficiency, and growth.

- **Enhanced customer satisfaction:** Businesses can align better with customer expectations, leading to higher customer satisfaction and lower churn.

- **Automated personalized content creation:** Businesses can create personalized and empathetic content at scale, leveraging LLM with authoring, creation, and auto-generated content.

- **Natural language chat for authors:** Our natural language chat enables authors to create and refine business content using many writing styles, making it easier to generate highly personalized and relevant content for customers.

- **Intelligent content creation:** Businesses can auto-generate contextual, highly personalized, and relevant content for their customers, increasing content production capacity, maintaining brand consistency, and delivering tailored, fresh, and engaging communications to targeted audiences.

- **Improved digital employee experience:** Businesses can enhance the overall digital employee experience, leading to improved efficiency, job satisfaction, and growth.

Four use cases for Experience Aviator

Financial Services: Marketing materials must comply with ever-changing regulations. GenAI can review marketing content for potential regulatory issues, generate compliant disclaimers, and provide automated reports to demonstrate adherence to financial regulations.

Healthcare: Engage patients with relevant content while respecting privacy regulations. GenAI can create personalized health and wellness content for patients based on their medical history and preferences, while ensuring HIPAA compliance and data privacy.

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Retail: Personalize the online shopping experience. GenAI can analyze customer browsing and purchase history to recommend products, styles, or collections that match individual preferences, enhancing the online shopping experience and increasing conversion rates.

Hospitality and Tourism: Creating tailored vacation packages for travelers can be challenging. GenAI can analyze traveler profiles and preferences to suggest customized vacation itineraries, including accommodation, activities, and dining options to boost customer satisfaction and loyalty.
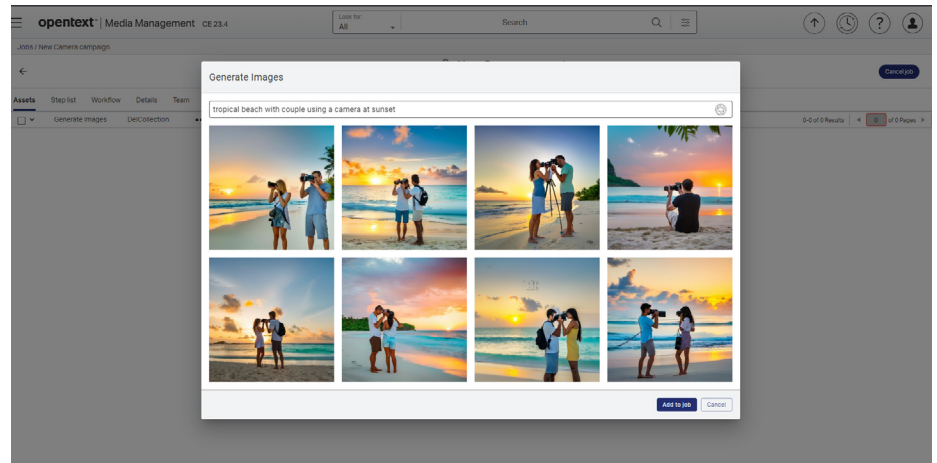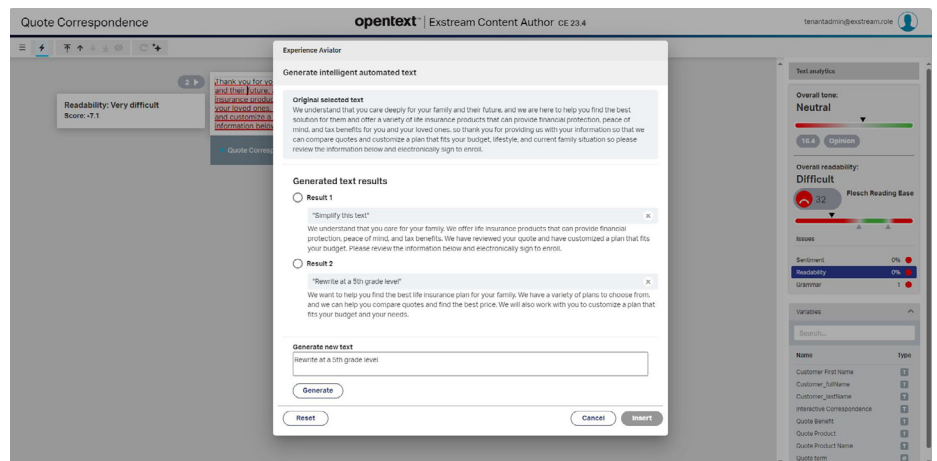
Solution components

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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