

Elixir Technologies vs. Smart Communications vs. OpenText: Which CCM is Better in 2025?

Using the right customer communications management (CCM) platform can be the lifeblood of your business. A 2025 report shows that:

Companies with strong omni-channel engagement strategies have a strong competitive edge: They retain 89% of their customers, whereas those with weak strategies retain just 33%.

What is a customer communications management tool?

Designed to create relevant, personalized communications across numerous channels — i.e., omni-channel output — CCM is a powerful business tool for communicating efficiently with their customers.

How do you choose the right CCM?

Choosing the right project management tool for your business is challenging. To demystify the process, we've shared a cursory comparison of three popular CCMs: Elixir Technologies (Tango+), Smart Communications (SmartCOMM), and OpenText Exstream.

First, a primer on each platform:

1. Elixir Technologies (Tango+) is a cloud-native solution that balances flexibility, affordability and usability. BEST FOR: mid-size to enterprise-scale businesses; regulated industries.
2. Smart Communications (SmartCOMM) is an enterprise-grade platform built for interactive experiences and cloud performance. BEST FOR: businesses with customer engagement at scale.
3. OpenText Exstream is a traditional platform in the CCM world, designed for enterprises with legacy systems and complex, high-volume needs. BEST FOR: large, IT-led organizations.

What are the key features to look for in a CCM?

Here, we've broken it down the key decision-making factors for each CCM:

Decision-Making Factors	Elixir Technologies (Tango+)	Smart Communications (SmartCOMM)	OpenText Exstream
Use Cases	Insurance, healthcare, government, finance, utilities	Insurance, finance, banking, retail, telecomm	Banking, telecomm, utilities, government
Ease of use	Intuitive, business-friendly design tools; easy for non-technical users to manage content.	Web-based interface; ideal for fast-moving, digital-first teams.	Powerful but complex: steep learning curve; best for IT/technical users.
Personalization	Data-driven personalization; good for tailored communication in regulated industries.	Real-time, contextual personalization; interactive experiences based on real-time data.	Structured personalization capabilities; uses complex data inputs for content at enterprise scale.
Support	Responsive, personalized support; smaller size may limit 24/7 global coverage.	Strong customer service, dedicated onboarding; some note variability by region/partners.	Comprehensive support with global coverage; some report slower response times, complex ticketing.

Decision-Making Factors	Elixir Technologies (Tango+)	Smart Communications (SmartCOMM)	OpenText Exstream
Pricing	Flexible pricing; cost-effective for mid to large organizations for custom workflows, compliance. Lowest TCO.	Subscription-based, cloud-native pricing; scales for growing teams; costs increase with high volume.	Most expensive; complex licensing structure; high TCO; best large enterprises with budget, IT resources.
Reviews	High marks for customer service, flexibility, ease of use in regulated industries, security; some address longer implementation times for complex setups.	Modern interface, ease of adoption, responsiveness; some note limitations in complex print workflows, or deep customization.	High marks: functionality, scalability; some cite steep learning curve, complex configuration, slower support; suited for cos. w/ IT.

What are the pros and cons of each?

Elixir Technologies (Tango+)

Pro:

Cloud-native: strong compliance, ideal for regulated industries; delivers auditable, secure customer communications.

Con:

Advanced customization, complex workflows may require IT involvement.

Smart Communications (SmartCOMM)

Pro:

Cloud-based, intuitive, enables users to quickly create and manage personalized communications.

Con:

Limited support for complex workflows, highly customized legacy document formats.

OpenText Exstream

Pro: Scalable for robust, complex customer communications across multiple channels.

Con:

More intense training required; complexity calls for internal IT resources

The Bottom Line:

Elixir Technologies (Tango+) is the best fit for start-ups and growing companies of all sizes. A low-code visual interface, it's highly configurable, secure, and combines affordability with ease of use and scalability. And ideal for multiple industries, especially regulated. Smart Communications (SmartCOMM) is a close second for high-performance, best suited to digital-first organizations. It's more feature-rich, so more complex for new users than Elixir Technologies. OpenText Exstream is built for extremely large-volume documentation; is best for enterprises using legacy systems like Oracle and SAP.

Ready to learn more about why Elixir Technologies is the right choice?

[INSERT CTA: download report, schedule demo, etc.]