

OpenText Core Experience Insights

Collect valuable data from customer interactions across channels, devices and applications to map the customer journey and provide analysis and insights on customer behaviors



Collect and store customer interaction and event data



Journey Analytics track and analyze interaction data



Orchestrate next steps based on customer behavior



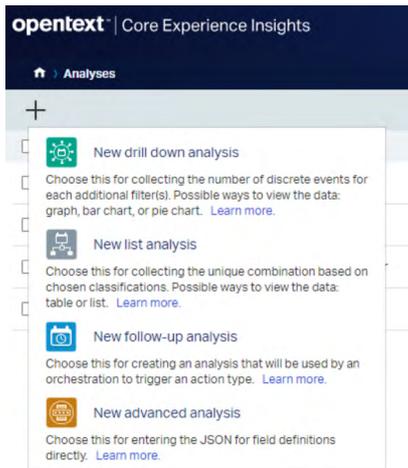
Integrate with OpenText™ solutions and any other source

Marketing efforts generate an enormous amount of content designed to encourage interaction at all times and on every channel. Tracking the effectiveness and performance of content requires capturing a tremendous amount of data to obtain meaningful insight. Marketers need to consolidate and analyze this data with insight-driven dashboards and reports to understand and improve the customer journey.

OpenText™ Core Experience Insights captures customer event data from any channel, application or device. Dashboards and reports show how marketing efforts are performing, including patterns, historical trends, insights on effective interactions and event orchestration based on the customer behaviors. Now, marketers can better understand the customer journey and automate actions, based on customers behaviors to increase engagement, improve communications with constituents and impact customer satisfaction and success. It tracks customer interactions across all touchpoints so users can analyze what is working and what needs adjustments to better resonate with the target audience.

Collect and store customer interaction and event data

Core Experience Insights captures event data from any channel, application and data source. An adaptive data schema integrates data streams and tracks event data from disparate sources.



Create new data analyses for customer actions and add orchestration to those analyses

Journey Analytics

By aggregating multiple data sources, Core Experience Insights captures event data for analysis and reporting. Core Experience Insights generates dashboards, creating a point-in-time report. The dashboards offer real-time and historical data, to identify patterns in behaviors and interactions for target audiences and using that insight to orchestrate the next best actions in the customer journey.

Orchestrate and view the customer journey

Orchestration capabilities allow users to capture and collect events and apply rules to orchestrate and automate the best action based on customer behavior. Dashboards and reports allow continuous monitoring of interaction performance, allowing users to quickly adjust to optimize the journey.

Integrate with OpenText Solutions and any data source

At the heart of Core Experience Insights is a powerful data processing engine capturing all customer touchpoints, helping organizations gain the Information Advantage. By providing key analysis and insights into the customer journey, Core Experience Insights connects the dots and shows how customers are interacting with marketing content and communications across applications, channels and devices. The orchestration capabilities take it further, by automating next steps, based on customer behavior. The comprehensive view of events and touchpoints in a campaign clearly illustrates current performance and help organizations improve efficiency.

The product is designed so no data science degree is required, with easy to use pull-down menus that are pre-populated with the data and sources being tracked by the system. Core Experience Insights is a cloud-based SaaS application, ensuring that users are up and running quickly and can rely on worry-free support.

Core Experience Insights extends existing OpenText Customer Digital Experience applications, including OpenText™ Exstream™ for customer communications and OpenText™ TeamSite™ for web content management, OpenText Explore for Voice of the Customer and OpenText Qfiniti for Customer Service Management, as well as other marketing tools and data sources for a comprehensive view of the customer journey. As marketing technology stacks grow more complex, it provides an independent, central hub to collect and analyze data, which is critical for today's AI-driven business environment.

Features

Capture data	Capture data from any source. Configuring data streams is simple and straightforward.
Create data sets	Use a wizard-like process to compile a sequence of customer events from different sources. The data set contains the selected customer events, business rules and associated dashboards related to a campaign or customer journey.
Orchestration	Integrates with OpenText™ Exstream Communicator, capturing events from OpenText™ Exstream and applying rules to orchestrate and automate the next action based on customer behavior. Tracking and optimizing targeted for specific audiences and segments to meet specific KPIs.
Dashboards and reporting	Generate visual representations and reports of the data set and results for users to view independently on the home page.
Labels	Use labels to segment customers based on actions, such as "abandoned form" or "visited landing page," so these customers can be specifically targeted with a new communication or campaign.
Custom analysis	Get more granular information from data. For example, users can drill down to see emails delivered by country, region, city and postal/zip code. Results can be visualized.

Join the conversation

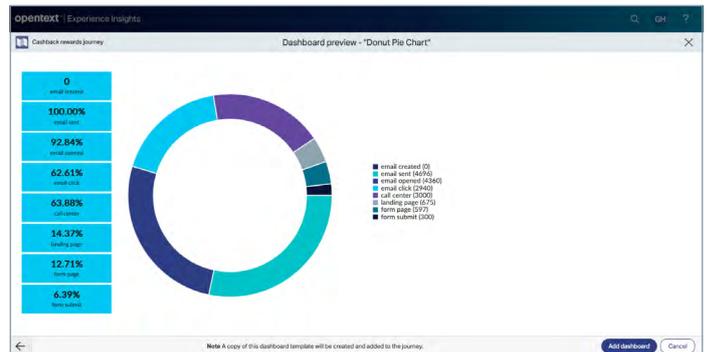
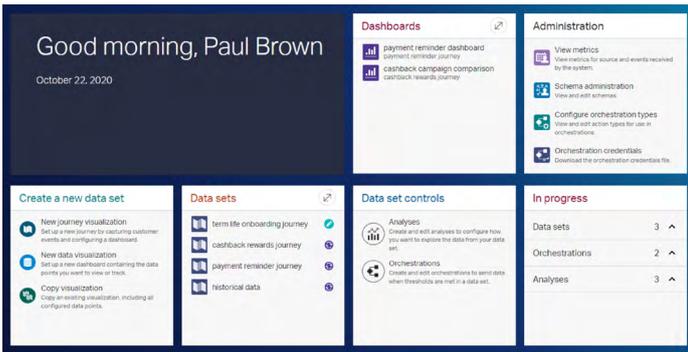
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About OpenText

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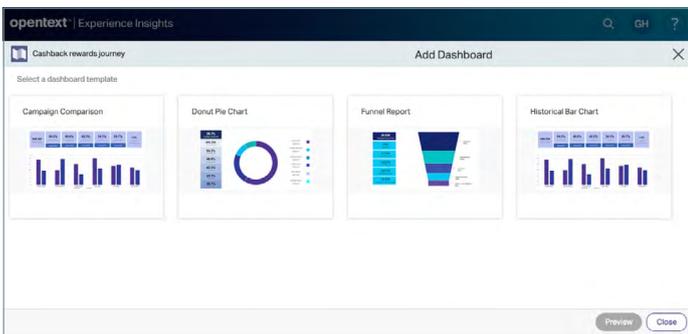
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Data visualization detail

Create a new data set to capture event data, and orchestrations to automate responses to customer actions



Select dashboard template

Edit analysis: quote did not convert to onboarded customer

At a specific time after activation: 12:00 AM (MOT)

Repeat every: 1 Hour(s)

Data set: term life onboarding journey

Data points, interval and orchestration:

If the event appears in data point: email sent. Identifier for 'email sent': User Identifier from schema.

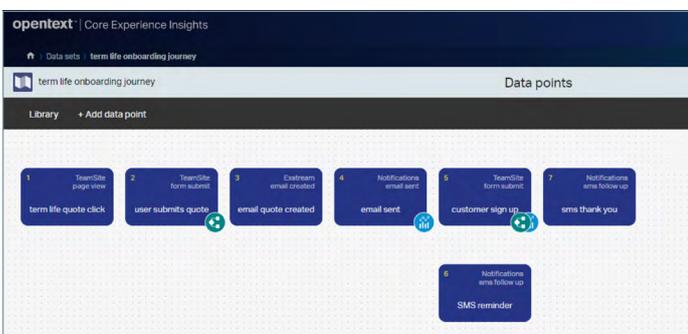
But the event doesn't appear in data point: customer sign up. Identifier for 'customer sign up': User Identifier from schema.

Within an interval of: 48 Hour(s)

Then send the data to selected orchestrations: sms reminder

Buttons: Activate, Save, Cancel

Using a Follow-up analyses, for example a user can analyze if an end customer was sent an email but didn't open it and respond accordingly with another message perhaps on a different channel



Visualize the customer journey and see where additional analyses are applied and where orchestration events are to occur