You spoke and WE LISTENED, and are making changes based on your feedback...

At Enterprise World 2016, we will have 5 dynamic Breakout Sessions dedicated to our new CEM products. These sessions are designed and delivered by OpenText technical solution experts to drive the most value to you and your implementation.

Come join us in Nashville for sessions of high-intensity training designed to:

- Optimize your deployments and get more value from your existing investment
- Ripen your skills with tips, tricks and best practices to master your implementation
- Supply checklists, plans and strategies to use when you get back to work
- Teach you how to plan and prepare for what’s next for you and your deployment
- Provide one-on-one time with OpenText professionals. Given the new user-centric and more technical focus at this year’s conference, OpenText is bringing a record number of product engineers and technical services professionals to meet with, educate, and assist you.

Don’t miss this opportunity!

Enterprise World 16 Sessions Relevant to YOU:

EXCELLENCE IN CUSTOMER SERVICE: MARKETING’S SECRET WEAPON

As marketing budgets shift to customer acquisition, more and more forward-thinking organizations are looking at the role of service in the lifecycle of their customers. This session will review how marketing teams are strengthening their customer service channel to drive advocacy and loyalty. When driving customer loyalty, gimmickry and social media is not enough; social channels are merely the endpoint, or megaphone, for good and bad interactions. Learn the difference between “wow” moments in customer service and “easy” experiences and how each two-way interaction with a customer is shaping customer experiences. The marketing technology space is exploring this secret weapon and now is the time for you to transform your customer service channel into a powerful asset.

Session Track: CEM-101
MINING CUSTOMER INTERACTIONS FOR MARKETING INSIGHTS

Ever see a market report or demographic study and think, “I wish I could have heard what this customer actually said!” You can. There is a 99% chance that your organization is recording every customer interaction today and these “your call could be monitored” sessions are out there, but just not available to your marketing team. Finding valuable insights in millions of recorded calls has been very challenging until now and next generation speech analytics tools are just a click away. The new OpenText™ Qfiniti and OpenText™ Explore products can ingest all of the calls, chats and social interactions recorded in your organization and show you customer buying behaviors, competitive intelligence, and even help you improve your products, service and promotions. Want to see, AND HEAR, a demo? Come watch and listen in this amazing session.

Session Track: CEM-215

SIMPLIFYING DIGITAL EXPERIENCE MANAGEMENT WITH OPENTEXT™ TEAMSITE

Customer experience is no longer a one-way street – your customers expect a superior experience every time they interact with you, irrespective of when and how they do it. Meet the newest member of the OpenText Customer Experience Management family – OpenText TeamSite, and learn how it enables modern marketers and marketing technologists to rapidly create and deliver personalized mobile, web, and omnichannel digital experiences. This session will cover the latest innovations with TeamSite 8 and will highlight the new user interface emphasizing ease of use, a mobile first design approach, integrated mobile app generation, digital asset management, A/B testing and analytics. Based on a decoupled content delivery model with extensive integration capabilities, TeamSite fits into any enterprise architecture and is available in an on-premise or cloud delivery model.

Session Track: CEM-102

ACCELERATING TIME TO MARKET FOR CAMPAIGNS USING HUB MEDIA AND OPENTEXT™ MEDIABIN

In the attention economy, visual content plays a very important role in both grabbing and holding your customers’ attention. However, the digital content supply chain is broken within the enterprise. How do you enable your marketing team to quickly search, curate and activate relevant and timely visual content from public, private, and social data sources? Every person with a smartphone is now a content creator and there is a lot of interesting visual content being generated outside the enterprise. Learn how to uncover amazing content from social media channels like Twitter, inspirational sources such as Getty Images, as well as from within your enterprise, and prepare the content for activation. Refine, collaborate and immediately deploy the content across all your channels – all from the palm of your hand using a mobile application, no agencies or creative services needed! Attend this session to meet the newest DAM members of the OpenText Customer Experience Management family. Hub Media and OpenText MediaBin deliver easy ways to manage, author, curate and activate content in simple cloud and mobile aware applications. Join us to see how easily you can give your marketers the tools they need to be more productive, timely and effective.

Session Track: CEM-103
USE TESTING AND PERSONALIZATION TO TURN BEAUTIFUL DIGITAL CUSTOMER EXPERIENCES INTO PROFIT AND LOYALTY

A one size fits all approach will not fly with your customer any more. So, how do you decide what to show your customers? Do you decide by committee or rely on the HIPPO (Highest Paid Person’s Opinion)? Let data lead you down the right path to maximize customer engagement, higher revenue, and greater loyalty. This session will show how OpenText™ Optimost helps leading companies like yours ensure their websites deliver the most engaging and profitable experience to each customer through insights, testing, and personalization. You’ll also learn how Optimost customers make smarter web investment decisions by learning what will deliver value and what won’t, in advance. It doesn’t matter which Web Content Management system you use: Optimost can help you understand how your customers are reacting to your web experiences, and whether the investments you make in new designs or tools will help or hurt.

Session Track: CEM-104

Want more??

ASK THE EXPERTS!

Visit our pods in the Enterprise Expo to learn more about OpenText Qfiniti and OpenText TeamSite. Don’t forget to check out the Experience Suite Expo Theatre, where you can sit one-on-one with CEM subject matter experts for demonstrations, Q&A, best practices and learn more about Release 16. It’s your opportunity to let your voice be heard in a more intimate setting with our experts.

WANT A HANDS-ON DEEP DIVE?

Join the OpenText crew in our Innovation Lab, where visitors have the opportunity to evaluate innovative new designs and collaborate with OpenText user experience designers and researchers.

Join the OpenText Developer Lab to learn how to build applications with our Engineering team in Beginner and Advanced sessions.

Learn and network with OpenText experts and partners at the OpenText Enterprise Expo.

You don’t want to miss out.