

# OpenText™ Explore

Discover valuable insights with real-time Voice of Customer, speech and multichannel analytics

Today's customers regularly use any number of communication channels and touch points to engage with companies, but most businesses can't understand the related patterns and trends within those interactions, or compile them for sharing with decision makers. Moving beyond disparate customer interaction data is the first step in being able to identify the insights that will positively influence your business. When deployed as part of the OpenText™ Qfiniti intelligent modular product suite, OpenText Explore provides a business discovery solution that allows you to view cross-channel interactions collectively for a comprehensive picture of customer behaviors and relationships.

## Gain Unprecedented Customer Insight

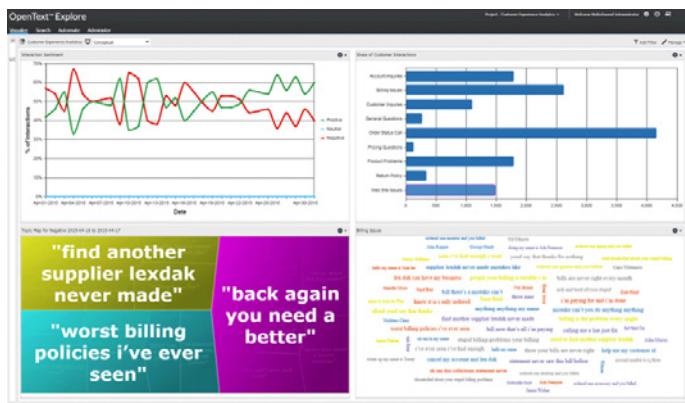
Powered by advanced pattern-matching technology, Explore delivers unmatched insight into customer interactions, allowing contact center professionals and marketers to discover the "unknown unknowns." By understanding information as humans do, by identifying and prioritizing concepts across voice, text and social media interactions, Explore avoids solely relying on tags, keywords, or metadata and lets the data tell the story.

When Explore is deployed as part of the OpenText Qfiniti product suite, customer call recordings and chat sessions can be combined with behavioral data from social media, worldwide blogs, web forums, and news coverage – and then mined dynamically for underlying meaning. As a result, actionable insight into customer behavior can be made available in near real time, not only to the contact center, but also to business units throughout the enterprise, such as marketing and sales. From this information, insight into engaging and highly relevant customer experiences makes it possible to more effectively resolve problems or improve sales across every channel.

## BENEFITS

- **Speech analytics:** Automatically organize and understand customer conversations to take advantage of the rich insights in phone conversations.
- **Voice of Customer:** Gain insights from data across every customer touch point, and beyond surveys and focus groups, to include real-time call center recordings, web activities, and social media chatter.
- **Customer feedback analytics:** Understand the comments in survey verbatims and other direct feedback, and sort them by concept.
- **Social media analytics:** Aggregate data from social media sites, blogs, and forums to automatically identify emerging trends and prevailing sentiments.
- **Mainstream news insights:** Get a data-driven, near real-time picture of what's being said about your company, your brand, and your competitors from large and small news organizations across the world.
- **Automatic scoring:** Leverage flexible agent and customer behavior scoring models to define and calibrate interaction outcomes most relevant to your business context.

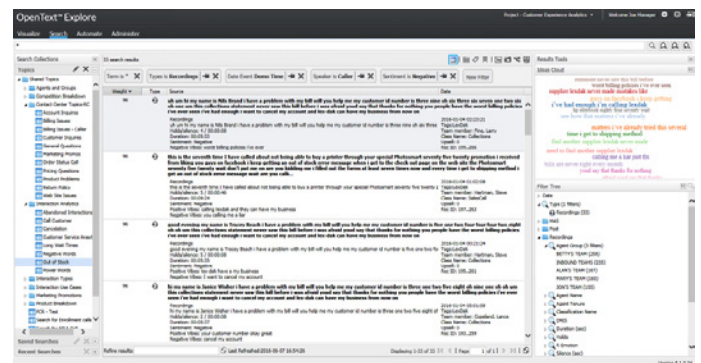
- Aggregate all data sources regardless of channel:** Explore brings together all channel data within one application so you can look across data types and formats to gain a conceptual understanding of the entire collection of ingested data; aggregate call recordings, customer service chat sessions, as well as point of sale, CRM notes, social media, blogs, forums, and news interactions.
- Automatically cluster data to discover emerging trends:** Understand emerging topics within your data by automatically organizing data into logical, similar groups (or clusters); Explore enables contact center professionals to quickly see which concepts reside in their cross channel interactions without having to perform manual analysis and categorization of data, which are both time and resource-consuming.
- Measure agent performance:** automate the measurement of script adherence and skills proficiency across all voice interactions.
- Take sentiment detection to the next level:** Explore does not rely on pre-determined business rules to understand sentiment but instead analyzes smaller components of sentiment called Vibe from a conceptual standpoint – one phone call or blog post may have several elements of Vibe, some negative, some positive – which provides a more nuanced understanding of the interaction.
- Gain broad social media access:** Through a vast network of publishers and data aggregation providers, Explore is able to source extensive social media and broadcast news mentions across the globe, enriching the data ingestion of popular social media sites such as Facebook, Twitter, YouTube, and Tumblr with URL expansion and matching, format normalization, language detection, GEO-IP, and Klout meta-data (where applicable).
- Benefit from automatic alerting and tagging:** Once an emerging trend has been discovered, Explore offers outgoing alert capabilities that you can set based on several criteria, such as a periodic alert containing the results of a conceptual search; additionally, Explore can automatically tag certain channel interactions based on satisfying a conceptual query for an action, such as contact center agent follow-up.
- Rely on a customizable web interface:** Explore provides a browser-based front-end chart package that is highly configurable based on business users and their corresponding role and related permissions within an organization.



The OpenText Explore browser-based dashboard is highly configurable based on user profile.

## The Solution

Explore provides advanced capabilities that enable businesses to understand the meaning behind all forms of information so they can take fast action on that insight. Using advanced pattern-matching technology, Explore makes it possible for contact center analysts and managers to extract key insights and indicators to improve planning and decision-making. Explore scales to meet the big data needs of today's enterprise contact centers and processes massive amounts of data in near real time – regardless of type, location, and language – while identifying important relationships and concepts with intuitive visualizations and data exploration.



Automatic clustering and user-defined searches within OpenText Explore offer drill-down lists that link directly to related call recordings, chat sessions, social media posts and more.

Explore uncovers sentiments expressed in responses to a postcall survey or comments on a website, from a grouping of especially successful sales calls, emotionally driven customer service interactions, or notes from a storefront. Customizable Explore dashboards present this information visually for immediate impact and clarity with cluster mapping and interactive charting widgets, such as share of voice, spectrographs, and sentiment trending.

Typical use cases include:

- Speech analytics and discovery:** Account for the variability in speech, such as language, dialect, accent, or emotion by using technology to form a contextual hypothesis of what is being said.
- Voice of Customer:** Gain a thorough understanding of customer perceptions and feedback from across all channels and touch points; categorize and score every customer statement on every call.
- Customer experience analytics:** Understand and respond to the true experiences for specific customers, as opposed to siloed experiences based on legacy single-channel technologies.
- Cross-channel optimization:** Identify which customers should be moved to self-service versus agent-assisted service based on specific situations; for instance, certain customers should always engage in live interactions with an agent.
- Text analytics:** Understand the meaning of text-based communications, such as survey results, complete with open-end verbatim or CRM notes, and automatically classify and categorize those interactions based on meaning as opposed to keywords.

- **Customer interaction survey and assessment:** Leverage all survey and assessment data for a complete picture of customer interactions.
- **Fraud and risk mitigation:** Detect patterns of activity to alert for situations where fraud or risk is growing and protect the organization against potential harm.
- **Social media monitoring:** Discover and analyze the exploding amount of user-generated content on the web and extract meaning from blogs, articles, and online conversations both within and outside the organization, whether they are text, audio, video, or other web-friendly formats.
- **Brand reputation management:** Use comprehensive news analysis and cutting-edge technologies to anticipate the impact of individual interactions (and their echoes) on the brand's reputation.
- **Social media governance:** Take advantage of social media networks while maintaining compliance with emerging laws and regulations.

Visit [opentext.com/qfiniti](http://opentext.com/qfiniti) to learn more.

INTERACTION RECORDING	DESKTOP CONTROL	PERFORMANCE MANAGEMENT	DESKTOP ANALYTICS	CUSTOMER SURVEYS	ANALYTICAL SCORING	WORKFORCE MANAGEMENT	ONLINE TRAINING	VOC ANALYTICS
Multichannel Capture PCI DSS Compliant	Muting & Masking Metadata Attach	Quality Monitoring Evaluation Planning	Application Monitoring Real Time Guidance	Multichannel Surveys Integrated & Actionable	Automated Scoring Speech Enabled	Scheduling & Forecasting Mobile Engagement	Integrated e-learning SCORM Compliant	Multichannel Connectors Centralized VoC
<b>Qfiniti</b> Observe	<b>Qfiniti</b> ICE	<b>Qfiniti</b> Advise	<b>Qfiniti</b> Optimize	<b>Qfiniti</b> Survey	<b>Qfiniti</b> AutoScore	<b>Qfiniti</b> Workforce	<b>Qfiniti</b> Expert	<b>Explore</b> Analytics
<b>OpenText Explore</b> Voice of Customer - Multichannel Analytics								
<b>Qfiniti On-Premises</b> Modular WFO Suite					<b>Qfiniti Managed Services</b> Managed WFO Appliance			

Setting a new benchmark for workforce optimization, the OpenText WFO Software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your most

urgent contact center management needs. OpenText Explore delivers Voice of Customer, speech and multichannel analytics; and OpenText Qfiniti Managed Services provides the entire Qfiniti portfolio on a managed, high density server system. [opentext.com/qfiniti](http://opentext.com/qfiniti)