

PRODUCT OVERVIEW

# OpenText Core Journey

Collect valuable data from customer interactions across channels, devices, and applications to drive analysis and insights



**Collect and store** customer interaction and event data



**Track and analyze** interaction data with journey analytics



**Orchestrate** and manage next steps based on customer behavior



**Integrate** with OpenText solutions and any other source

**Marketing and customer engagement, including customer success, require focus and interaction at all times across every channel. Tracking the effectiveness and performance of content and experiences requires a tremendous amount of data to obtain meaningful insights. Marketers need to consolidate and analyze this data to understand and improve the customer journey.**

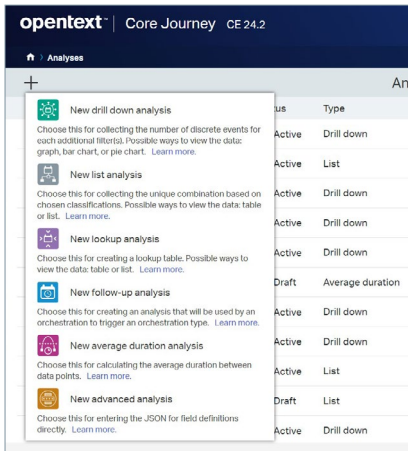
OpenText™ Core Journey is a cloud-based SaaS application that captures data from across customer interactions. This data can inform the creation, orchestration, and management of customer journeys. With powerful, yet easy to use tools, marketing staff can visualize the journey and better understand customer intent. Actions can be automated based on customer behaviors to increase engagement, improve communications, and enhance customer satisfaction and success.

### **Collect and store customer interaction and event data**

Core Journey captures event data from any channel, application, and data source. An adaptive data schema integrates data streams and tracks event data from disparate sources across all touchpoints.

### **Journey analytics**

Core Journey generates dashboards from the collected data, creating a point-in-time report. These dashboards offer real-time and historical data to identify patterns in behaviors and interactions for target audiences. The product is



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

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. Staff can then use discovered insights 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 next 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

Core Journey extends existing OpenText Experience Cloud applications, including:

- OpenText Exstream™ for customer communications
- OpenText™ Web, formerly TeamSite™, for web content management
- OpenText™ Explore for Voice of the Customer
- 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, Core Journey acts as an independent, central hub to collect and analyze data critical for emerging AI-driven business environments.

## Features

### Capture data

Capture data from any source through data streams that are simple and straightforward to configure.

### Create data sets

Use a wizard-like process to compile a sequence of customer events from different sources. The resulting data set contains the selected customer events, business rules, and associated dashboards related to a campaign, communications, or omnichannel experience.

### Create journeys

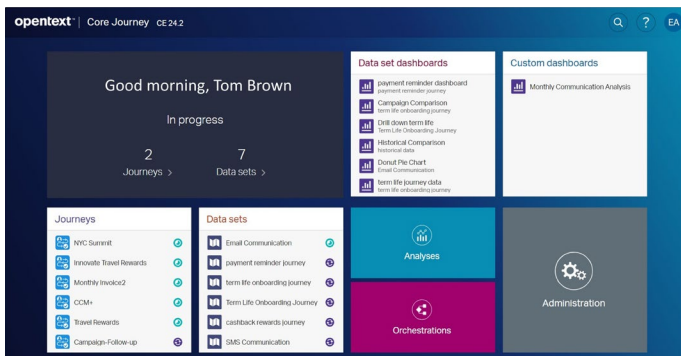
Use an intuitive designer to architect customer journeys from a sequence of customer interactions from different sources. The journey contains the selected customer events, conditional and follow-up actions accompanied by insights at every data point.

### Orchestrate and manage

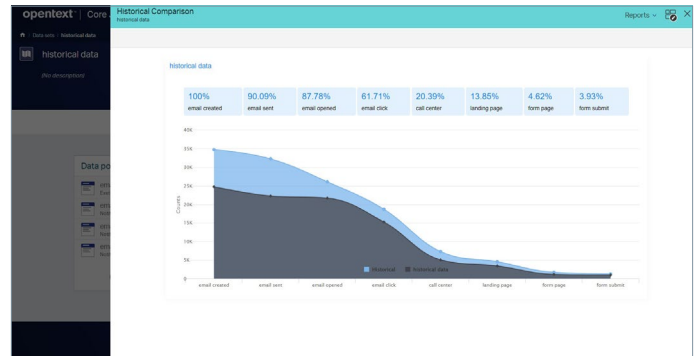
Integrates with OpenText Exstream™ Communicator, capturing events from OpenText Exstream and applying rules to orchestrate and automate the next action based on customer behavior. Tracking and optimizing can be targeted for specific audiences and segments to meet specific KPIs.

### Dashboards and reporting

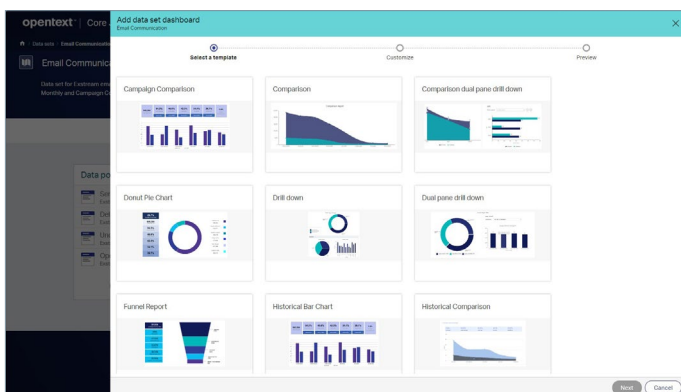
Generate visual representations and reports of the data set and results for users to view independently on the homepage.



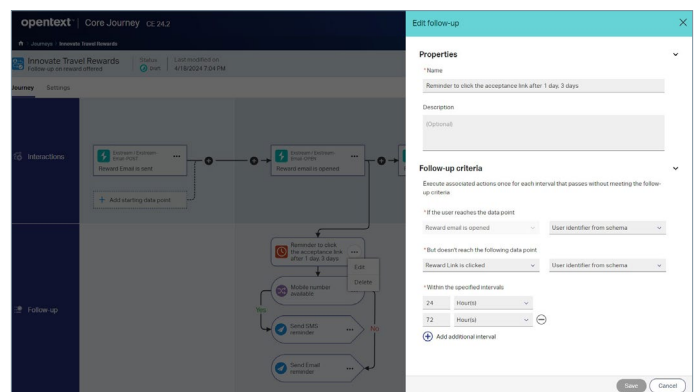
Create a new data set to capture event data, and orchestrations to automate responses to customer actions



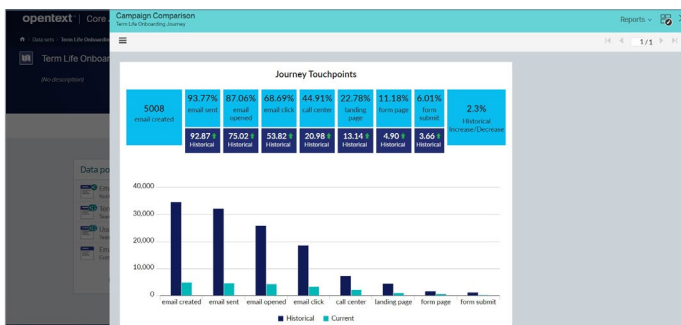
Customer journey comparison details



Select dashboard template



Using a Follow-up: 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 conditions and follow-ups are applied and where orchestrations through actions are initiated.

Join the conversation

Learn more about OpenText Core Journey

## 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](https://www.opentext.com).

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