OPENTEXT™

OpenText™ Experience Analytics

Analytics to provide insights into the connected customer journey

In this Age of the Customer, it is not enough to have the best products or services; organizations must differentiate on the digital experience that accompanies traditional business processes and consumer transactions. After all, a product or service is only as valuable as the way in which its use is realized by the customers. Delivering great digital experiences begins with market awareness but continues through every interaction across sales and customer service into long-term loyalty programs. Every step along the continuous journey, the business partner or consumer has an opportunity to experience great customer satisfaction; employees are enabled to assist and maximize the customer's lifetime value across every interaction.

From strategic marketing to customer service, organizations have exhaustive data about their customers, including transaction histories, mobile app usage data, contact center records, and other sources. But finding the business value hidden in that data can be difficult. The data often exists in silos, and liberating it is perceived as costly and resource intensive. OpenText Experience Analytics addresses these challenges to make it easy for digital content owners to improve their campaign messaging, targeting ROI, and customer satisfaction.

EMBRACE ANALYTICS TO PROVIDE CUSTOMER INSIGHT

Embracing the shift to a customer-centric approach means providing a consistent digital experience across all channels – designing content and services delivered for each specific touchpoint and aligned with customer needs and the business. User interaction has evolved from a single channel experience (single message for a single channel) to a multichannel experience (different message for each individual channel) to an omnichannel experience (single message shared across different channels). Customers don't see individual devices or channels; they look for a consistent and familiar brand experience. Leveraging analytics and predictive modeling can provide insight into customer preferences and a better experience at each future interaction.

Delivering the Connected Customer Journey

Business-to-business (B2B) digitally-savvy customers and part-ners increasingly prefer to research products, make purchases, track orders, and manage their accounts or subscriptions online. To stay competitive, companies and their partners/suppliers need to reinvent themselves as fundamentally digital organizations. Part of this transformation is creating superior digital experiences to win, serve, and retain increasingly powerful customers, and measuring those experiences from a holistic point of view. Given customers' preferences toward digital onboarding, transactions, and customer service, it is critical to use analytical insights to incorporate secure, personalized, and fully integrated self-service capabilities into every digital interaction.

By investing in a continuous connected digital customer journey, customers and partners will get a personalized content-rich expe-rience while working in a secure environment they trust. The bene-fits for revenue, retention, and lifetime loyalty will fund the initia-tive. But firms may also find unexpected benefits, such as better departmental coordination, cost savings, faster invoice payments, and fewer customer service calls. Maximizing customer lifetime value begins with investment in the continuous digital experience.
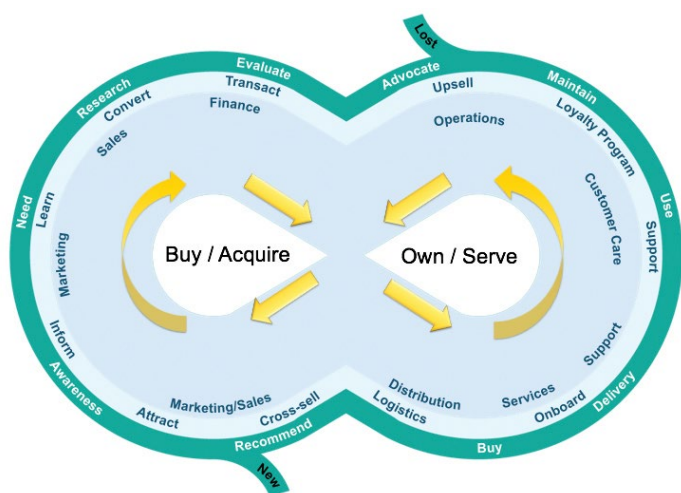

Continuous Customer Lifecycle

Experience Analytics

Experience Analytics is a scalable analytics, reporting, and data visualization platform that enables teams to design, deploy, and manage secure, interactive web applications, reports, and dash-boards fed by multiple data sources. It provides users with infor-mation and data exploration as part of their day-to-day experi-ences across many data sources.

Experience Analytics is the only digital experience platform that is applying analytics in visual dashboards and reports in line with your digital media asset management, web, and commu-nication platforms.
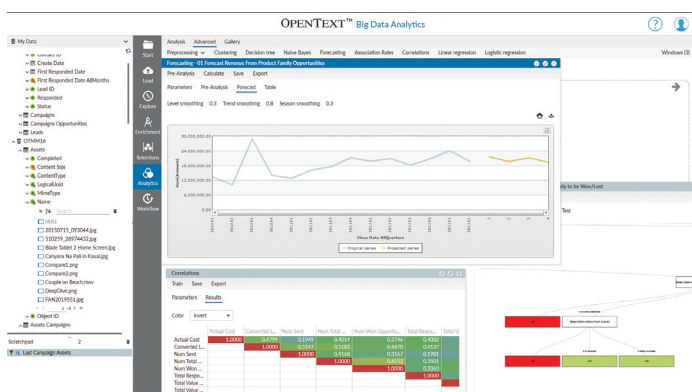
Experience Analytics – Predictive reports

Experience Analytics extends the OpenText™ Experience Suite of applications to provide:

- General tracking service for collecting events across the digital experience
- Data storage solution for data management tasks
- Flexible schema design for multiple types of tracking events
- Ability to support high-volume of tracking of millions of events per day
- Trends in customer document creation by type across business units.
- Experience Analytics offers many ways to share analytic content securely with both internal and external audiences. IT leaders and their teams can create Dashboards – interactive web applications that aggregate multiple data sources and present users with data in a unified, visual, sharable environment – which users can customize and share. The OpenText™ Interactive Viewer tool enables business users to modify and save reports based on their individual needs and preferences.

With Experience Analytics you can:

### Quickly view trends and activities

- Embedded reports and dashboards directly in Experience Suite product user interface
- Explore data with interactive capabilities (such as drill-downs, sorting, filtering, aggregating, and grouping)
- HTML5-based graphs and charts

OPENTEXT™

Share analytics and reporting with everyone in your organization

- Create, customize, and share Dashboards – interactive web applications that aggregate activity events across multiple Experience Suite products

- Present users with data in a unified, visual, sharable environment

- Allow business users to modify and save reports based on their individual needs and preferences

- Enable self-service analytics and ad hoc reporting for business users

Find correlations across multiple applications and interactions

- Use self-service capabilities to create and customize dashboards and reports quickly, without IT support.
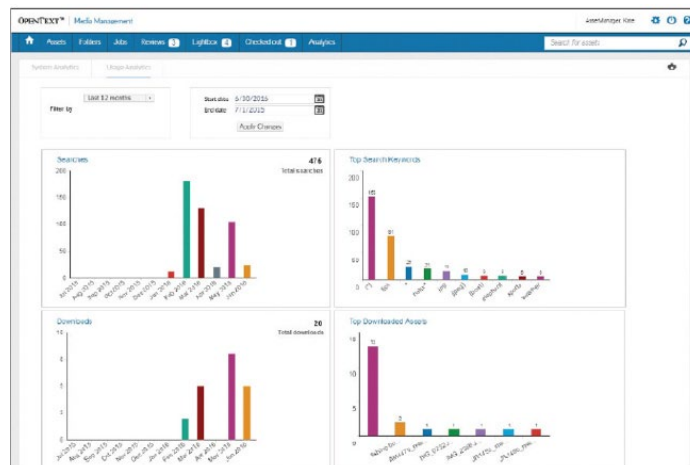
Sample dashboard showing media usage statistics

www.opentext.com/contact