

AI-powered Voice of the Customer from OpenText Magellan

Unlock customer sentiment from multiple feedback channels to drive brand loyalty, improve experiences and increase revenue



Improve products and customer experiences to boost loyalty



Boost customer retention and advocacy by identifying decision drivers



Reduce risk of loss by monitoring and managing company reputation



Increase revenue by understanding customers better

Customers and citizens share their thoughts, opinions and experiences across a broad range of channels. From social media to emails and customer support chats, the growing number of feedback platforms can blur the big picture of overall sentiment. Yet, to continue pleasing customers and engaging citizens, companies and government agencies must listen and respond to what people are saying.

While there is no shortage of opinions and experiences to assess, organizations lack the right tools to sift through tweets, surveys and emails to formulate a comprehensive picture of what customers and citizens think about a product, service or topic. Yet, it is within these mentions that customers share feedback on how organizations can improve—and today's customers expect their wants and needs to be heard when they express them.

AI-powered Voice of the Customer from OpenText™ Magellan™ allows companies and public sector agencies to assess sentiment on both a granular and large scale by collecting and analyzing insights across multiple feedback channels. With AI capabilities, such as text mining, it extracts key information from unstructured text and analyzes it to gauge sentiment. With interactive visualizations, AI-powered Voice of the Customer can help organizations monitor competitors' brands, as well as their own brand, its relevance and public sentiment toward it to make better decisions. It can empower government agencies to make transparent decisions that align with their communities' needs and wants.

With the addition of OpenText AI & Analytics Professional Services, organizations can unlock capabilities beyond customer sentiment, including optimized market segmenting, profiling and machine learning-based product recommendations. As a result, organizations can increase efficiency in decision-making, reduce churn and drive engagement and loyalty.

Improve products and customer experiences to boost loyalty

Lack of personalization and subpar customer experiences are driving customer churn. As many as 32 percent of consumers say they will walk away from a brand they love after just one bad experience¹. Customers have specific expectations and often make these wants and needs well-known. Magellan AI-powered Voice of the Customer helps organizations tap into customer insights to deliver optimal experiences that align with the changing expectations of their existing and prospective customer base, driving customer acquisition and brand loyalty.

Increase customer retention and advocacy by identifying decision drivers

An improved customer experience can increase retention, but many companies are unsure of where to start. By assessing the Voice of the Customer, brands can identify engagement and decision drivers throughout the buying journey to create an optimal customer experience and offer top products and services. In the public sector, government agencies can gain insight into the biggest issues facing citizens and show their community that they are listening by responding with appropriate policies or programs.

Reduce risk of loss by monitoring and managing company reputation

Reputational crises can cost a company millions of dollars,² and the damage is only magnified when companies fail to respond to questions. With AI and analytics, companies and governments can track public sentiment surrounding their brand or agency. AI-powered Voice of the Customer helps companies continuously understand and track their brand reputation by providing insights about the number of mentions across feedback channels and the sentiment around them over time. This allows companies and government agencies to respond promptly and control their narratives before public speculation escalates.

Increase revenue by understanding customers better

Not only do customers expect brands to provide the right products and services, they also want personalized offers to be available when they are ready to make a purchase. AI-powered Voice of the Customer, together with Professional Services, can help identify which customers are more likely to be interested in a specific offering.

These customized insights can shape AI-powered recommendations, which can be used to automatically propose offerings at the moment when customers are most likely to be interested.

¹PwC, *Experience is everything: Here's how to get it right* (2018)

²CNN Business, *United loses \$250 million of its market value* (2017)

OpenText Professional Services:
AI & Analytics Services

OpenText Professional Services help you get started right away. The Professional Services team has deep expertise with OpenText Magellan and analytics technologies and works with customers to define what data sources to track, review the look and feel of dashboards and ensure the solution is correctly configured and deployed.

Services include a hands-on workshop on semantic strategy and UI/UX concepts, text mining knowledge engineering, content crawling, software installation and project management.

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Platform	Platform components	Benefits
Magellan		<ul style="list-style-type: none">Combines open-source machine learning with advanced analytics, enterprise-grade business intelligence and capabilities to acquire, merge, manage and analyze data and contentEnables machine-assisted decision-making, automation and business optimization
	OpenText™ Magellan™ BI & Reporting	<ul style="list-style-type: none">Generates insights by analyzing data and visualizing it in a wide range of convenient report and dashboard formats
	OpenText™ Magellan™ Text Mining	<ul style="list-style-type: none">Extracts key phrases and named entities (people, places, dates, events, organizations, etc.) and identifies topics, mood and subjectivity in text