OpenText Core Experience Insights

Collect valuable data from customer interactions across channels, devices and applications to map the customer journey and provide analysis and insight on customer behaviors.

Marketing efforts generate an enormous amount of content designed to encourage interaction at all times and on every channel. Tracking the effectiveness and performance of content requires capturing a tremendous amount of data to obtain meaningful insight. Marketers need to consolidate and analyze this data with insight-driven dashboards and reports to understand and improve the customer journey.

OpenText Core Experience Insights captures customer event data from any channel, application or device. Dashboards and reports show how marketing efforts are performing, including patterns, historical trends and insights on effective interactions. Now, marketers can better understand the customer journey to increase engagement, improve communications with constituents and impact customer satisfaction and success. It maps customer journeys and tracks the customer across all touchpoints so users can see what is working and what needs tweaking to better resonate.

Collect and store customer interaction and event data

Map the customer journey

Monitor and view the customer journey

Integrate with OpenText TeamSite

Collect and store customer interaction and event data

Core Experience Insights captures event data from any channel, application and data source. An adaptive data schema integrates data streams and tracks event data from disparate sources.
Map the customer journey

Users can intuitively map customer events from different channels and applications to see customer interactions over time and across the entire journey. Marketing and segmentation data can be added for custom profiles and journey maps.

Monitor and view the customer journey

Dashboards and reports allow continuous monitoring of interaction performance, allowing users to quickly adjust to optimize the journey.

Integrate with OpenText TeamSite

Single-click, out-of-the-box integration with OpenText™ TeamSite™ allows users to collect and track event data immediately, enhancing the value of OpenText Customer Experience Management solutions.

At the heart of Core Experience Insights is a powerful data processing engine capturing all customer touchpoints, helping organizations gain the Information Advantage. By providing key analysis and insights into the customer journey, Core Experience Insights connects the dots and shows how customers are interacting with marketing content and communications across applications, channels and devices. The comprehensive view of events and touchpoints in a campaign clearly illustrates current performance and allows organizations to make necessary adjustments to meet their marketing goals.

The product is designed so no data science degree is required. Creating customer journeys is a simple process with pull-down menus that are pre-populated with the data and sources being tracked by the system. Core Experience Insights is a cloud-based SaaS application, ensuring that users are up and running quickly and can rely on worry-free support.

Core Experience Insights extends existing OpenText Customer Experience Management applications, including OpenText™ Exstream™ for customer communications and OpenText™ TeamSite™ for web content 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, it provides an independent, central hub to collect and analyze data, which is critical for today’s AI-driven marketing environment.

### Features

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<th>Feature</th>
<th>Description</th>
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<tr>
<td>Capture data</td>
<td>• Capture data from any source. Configuring data streams is simple and straightforward.</td>
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<tr>
<td>Create data sets</td>
<td>• Use a wizard-like process to compile a sequence of customer events from different sources. The data set contains the selected customer events, business rules and associated dashboards related to a campaign or customer journey.</td>
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<td>Journey mapping</td>
<td>• Map a channel, touchpoint, lifecycle or stage matrix and associate the sequential customer activities and behaviors expected in the journey map. Create simple to complex customer journeys using the data set and its collection of customer events, such as emails created and opened, clicked links and landing page hits.</td>
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<td>Dashboards and reporting</td>
<td>• Generate visual representations and reports of the data set and results for users to view independently on the home page.</td>
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<td>Labels</td>
<td>• Use labels to segment customers based on actions, such as &quot;abandoned form&quot; or &quot;visited landing page,&quot; so these customers can be specifically targeted with a new communication or campaign.</td>
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<tr>
<td>Custom analysis</td>
<td>• Get more granular information from data. For example, users can drill down to see emails delivered by country, region, city and postal/zip code. Results can be visualized.</td>
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Create a new data set to capture event data

Create customer journey map and edit data touchpoints

Select dashboard template

Use Custom Analysis for more granular data analysis

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.