

OpenText Magellan AI-Driven Tracker

Combine voice-of-citizen data and insights from disparate sources to optimize constituent experience and service



Increase citizen engagement and program personalization



Achieve transparency and accountability



Create more **personalized citizen programs**



Measure sentiment on programs and policies

Citizens engage with central and provincial government agencies across a growing number of touchpoints to freely express their views and experiences, both positive and negative.

While this exchange provides government organizations with a wealth of information on sentiment, perception, awareness and more it also presents new challenges. How can organizations accurately track and assess constituent sentiment across so many different channels? How can they use this data to create better citizen experiences? How can an organization effectively manage its mission and respond to evolving constituent demands?

OpenText™ Magellan™ AI-Driven Tracker makes it possible for Public Sector organizations to accurately assess how people feel, individually and collectively, and gather actionable insights from constituent feedback. Using analytics and AI-driven recommendations, Magellan AI-Driven Tracker enables organizations to create experiences for citizens, which can lead to increased constituent program personalization. Organizations can also use it to help create more engaged citizens and gauge public sentiment in the policy-making process.

Magellan AI-Driven Tracker offers:

- Citizen engagement analytics:** The solution integrates disparate data sources, from legacy citizen data to social media engagement, to capture the entire citizen experience in a single dashboard view.
- Specialized professional services:** OpenText leadership and strong relationships translate into high-quality services focused on creating successful voice-of-the-citizen initiatives.
- Next-best-action recommendations:** The solution uses AI-driven insights and intelligent automation to kickstart increased mission effectiveness.

Increase citizen engagement and program personalization

Enthusiasm for artificial intelligence is helping to drive heightened citizen expectations for government innovation and personalized services. Analytics enable governments to keep a pulse on constituents and understand changing needs and wants. Magellan AI-Driven Tracker gives agency leaders a deeper and more consistent look into citizen views and needs and allows organizations to deliver more customized experiences.

Achieve transparency and accountability

It is important that government agencies abide by transparency mandates to help citizens see how their government is working for them. Not only does this practice keep government agencies accountable, but it also promotes a culture of trust between the government and the people it serves. Magellan AI-Driven Tracker ensures a more transparent government by maintaining content integrity and helping to foster an environment of trust.

Create more personalized citizen programs

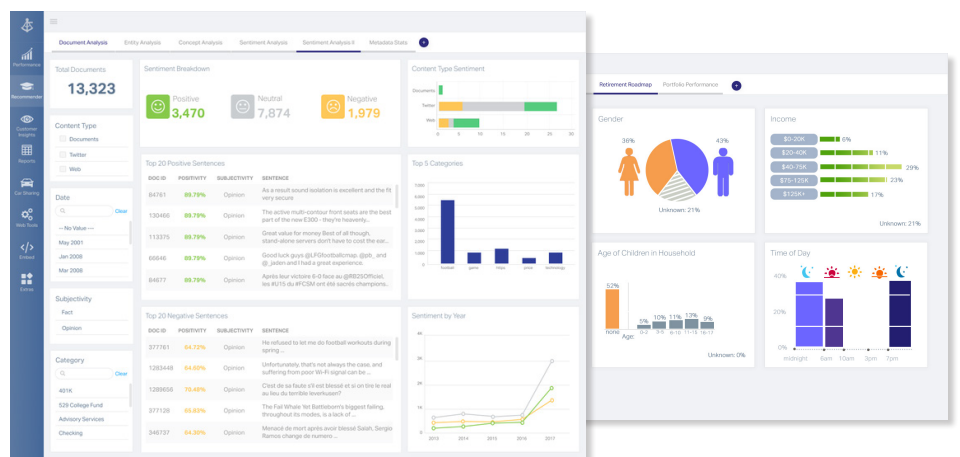
Magellan AI-Driven Tracker offers a deeper understanding of industry expectations to determine the next best action at any point in a citizen's journey within a program engagement. Government agencies can optimize the steps involved in a constituent's request for services and identify pain points for citizens and service providers. In a service-based industry, such as healthcare, organizations can use AI to anticipate the needs of patients before they contact a doctor, and then automate follow-up procedures and communications.

Measure sentiment on programs and policies

Government requires honest insight from its citizens. However, surveys and polls are time-consuming, expensive and offer a narrow view of public opinion, which may or may not be actionable. Magellan AI-Driven Tracker does more than simply confirm or shatter previously held assumptions about public opinion by leveraging powerful sentiment analysis. This new approach expands the number and types of people involved in giving feedback, allowing for more comprehensive and inclusive data.

Case study 1: global consumer packaged goods

A global consumer packaged goods company needed to improve its clunky and time-consuming processes for tracking, understanding and engaging with consumers. They spent far too much time pulling and consolidating data from various customer service and support applications. Since deploying OpenText™ Magellan™, the company is now able to quickly integrate data and customer insight from various internal and external sources, including social media platforms. As a result, the company was able to increase their visibility into customer insights and understand, plot and track customers for a better experience with the brand leading to better decision-making.



OpenText Magellan

Join the conversation

Open Government revolves around accountability and citizen engagement »

OpenText Magellan helps G7 hear the voice of the people »

Demo and videos

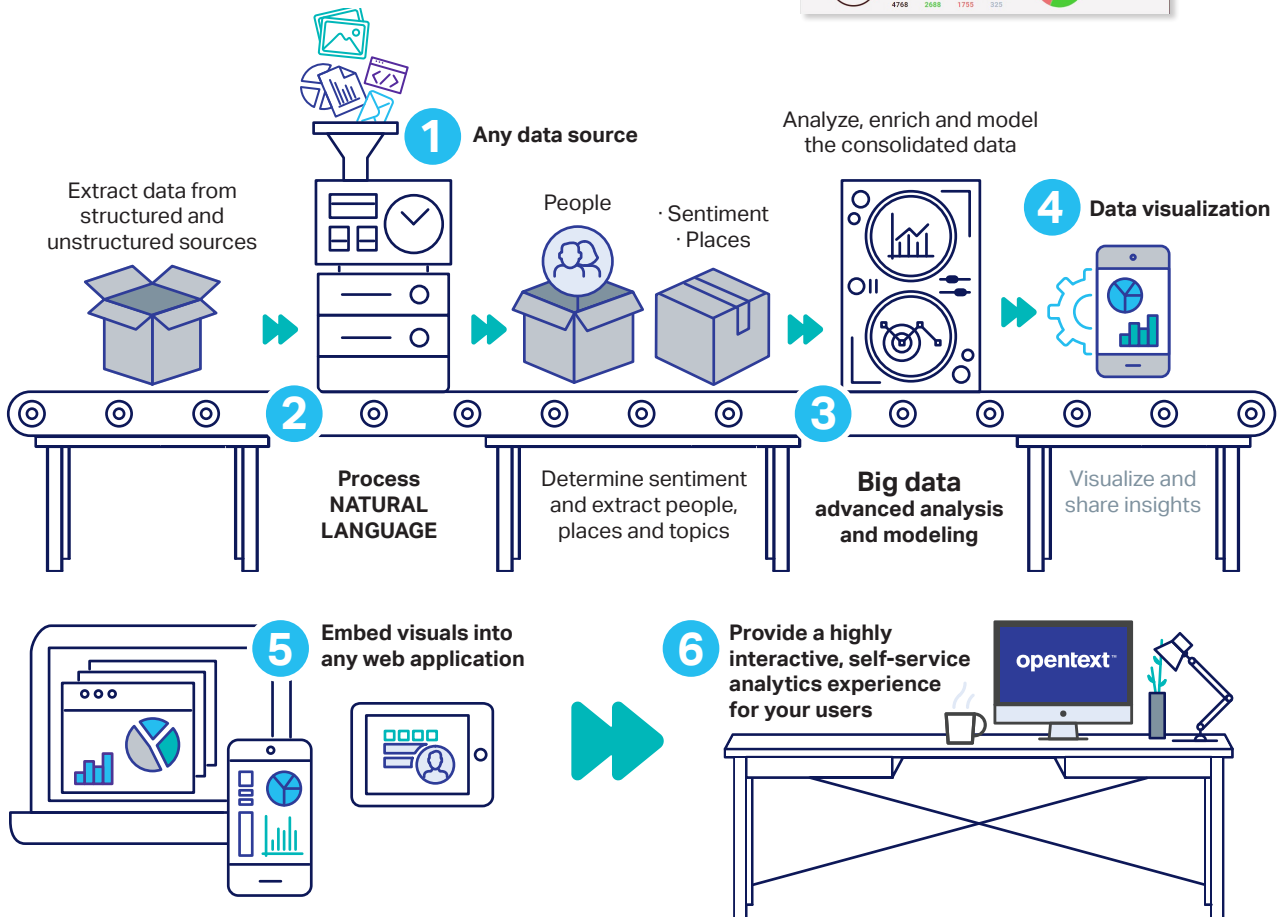
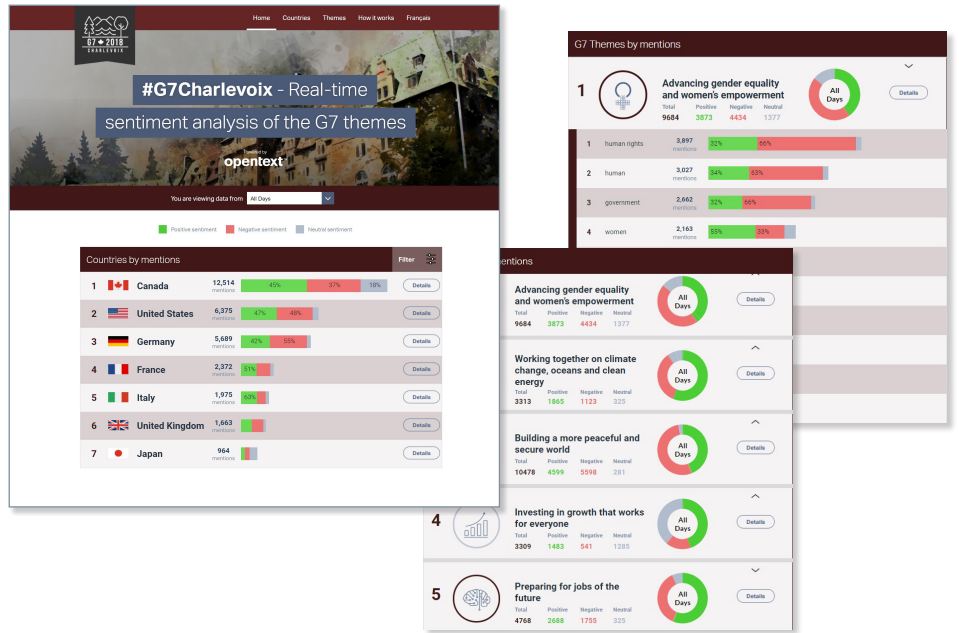
Demo: G7 Tracker »

Demo: Tech Tracker »

Video: How can artificial intelligence help your business? »

Case study 2: Group of Seven nations (G7)

Before the 2018 meeting of the Group of Seven nations (or G7) in Toronto, the Government of Canada worked with OpenText to create a dashboard of public opinion on major issues. Called My G7, the online dashboard encouraged citizen engagement with the five global hot topics the G7 countries discussed at the summit. Digesting thousands of articles and posts regarding news and social media commentary every week, the My G7 site provided an effective way for those at the meeting and others, to visually monitor what the public was saying in realtime. The dashboard presented data by topics and keywords, countries, dates and tone of the coverage (positive, negative or neutral).



**OpenText Professional Services:
AI & Analytics Services**

The Magellan Professional Services team includes data scientists and experts on application machine learning, text mining and algorithms in data analytics scenarios. They have a deep expertise with Magellan and analytics technologies and are experienced working with organizations across many industries to gain insight from their data.

[Learn more >](#)



Platform	Platform components	Benefits
OpenText™ 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 content • Enables machine-assisted decision-making, automation and business optimization
	OpenText™ Magellan™ Data Discovery	<ul style="list-style-type: none"> • Analyzes billions of records in an easy-to-use, unified view for fast insights • Enables users to apply advanced analytic algorithms and leverage custom machine learning models to explore, prepare and enrich data
	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

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.