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OpenText™ Explore Cloud Edition (CE)

Discover valuable insights from speech, voice of the customer and multichannel analytics

10x: Convert speech to text 10 times faster

100%: Analyze all voice interactions affordably with simple agent pricing

40: Support for 40 languages and dialects with industry-leading speech engine

10 Channels: Aggregate data from voice calls, chat, email, CRM notes, Twitter, Facebook, blogs, point-of-sale, forums and news

Today's customers use many communication channels and touch points to engage with companies, but most businesses can't understand the patterns and trends within those interactions or compile them for sharing with decision makers. Moving beyond disparate customer interaction data is the first step in being able to identify the insights that will improve your business. OpenText™ Explore allows organizations to view cross-channel interactions collectively for a comprehensive picture of customer behaviors and relationships.

Explore is powered by OpenText™ Magellan™, the flexible artificial intelligence (AI) and analytics platform that combines open source machine learning with advanced analytics, enterprise-grade business intelligence and capabilities to acquire, merge, manage and analyze big data and big content. Explore leverages components of Magellan to deliver insights from unstructured speech data, including powerful natural language processing capabilities for concept identification, categorization and sentiment analysis. Explore delivers unmatched insight into customer interactions, allowing contact center professionals and marketers to discover the "unknown unknowns" hidden in customer behaviors and feedback. By understanding information as humans do and identifying and prioritizing concepts across voice, text and social media interactions, Explore avoids relying solely on tags, keywords or metadata and lets the data tell the story.

Rich speech analytics

Explore automatically organizes and understands customer conversations to take advantage of the rich insights in phone conversations.

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## Automatically score interactions

Leverages flexible agent and customer behavior scoring models to define interaction outcomes, score behaviors and link those results to quality monitoring evaluation forms in OpenText™ Qfiniti Advise.

Multichannel analytics

Organizations can also use Explore to aggregate data from social media sites, blogs and forums to automatically identify emerging trends to get a data-driven, near real-time picture of what is being said about their company and competitors from news organizations across the world.

Aggregate all data sources regardless of channel

Explore brings together all channel data within one application so users can look across data types and formats to gain a conceptual understanding of the entire collection of ingested data; aggregate call recordings and customer service chat sessions, as well as point of sale, CRM notes, social media, blogs, forums and news interactions.
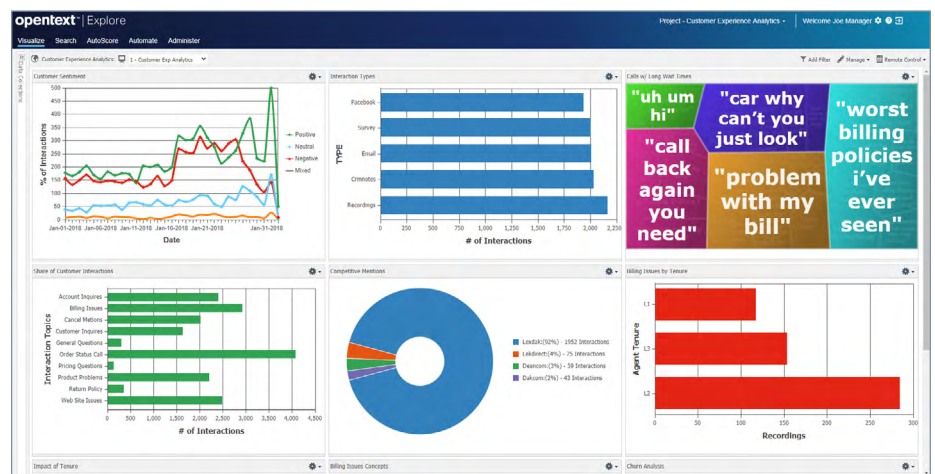
Automatically cluster data to discover emerging trends

Users can understand emerging topics within their data by automatically organizing data into logical, similar groups (or clusters). Explore enables contact center professionals to quickly see which concepts reside in their cross-channel interactions without having to manually analyze and categorize data, which are both time and resource-consuming. Automatic clustering and user-defined searches within Explore offer drill-down lists that link directly to related call recordings, chat sessions, social media posts and more.

Measure agent performance

Explore automates the measurement of script adherence and skills proficiency across all voice interactions.

## Take sentiment detection to the next level

Explore does not rely on pre-determined business rules to understand sentiment but instead analyzes smaller components of sentiment called Vibe from a conceptual standpoint—one phone call or blog post may have several elements of Vibe, some negative, some positive—which provides a more nuanced understanding of any interaction.

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Benefit from automatic alerting and tagging

Once an emerging trend has been discovered, Explore offers outgoing alert capabilities that users can set based on several criteria, such as a periodic alert containing the results of a conceptual search. Explore can also automatically tag certain channel interactions based on satisfying a conceptual query for an action, such as contact center agent follow-up.

Rely on a customizable web interface

Explore provides a browser-based front-end chart package that is highly configurable based on business users and their corresponding role and related permissions within an organization. The Explore browser-based dashboard is highly configurable based on user profile.
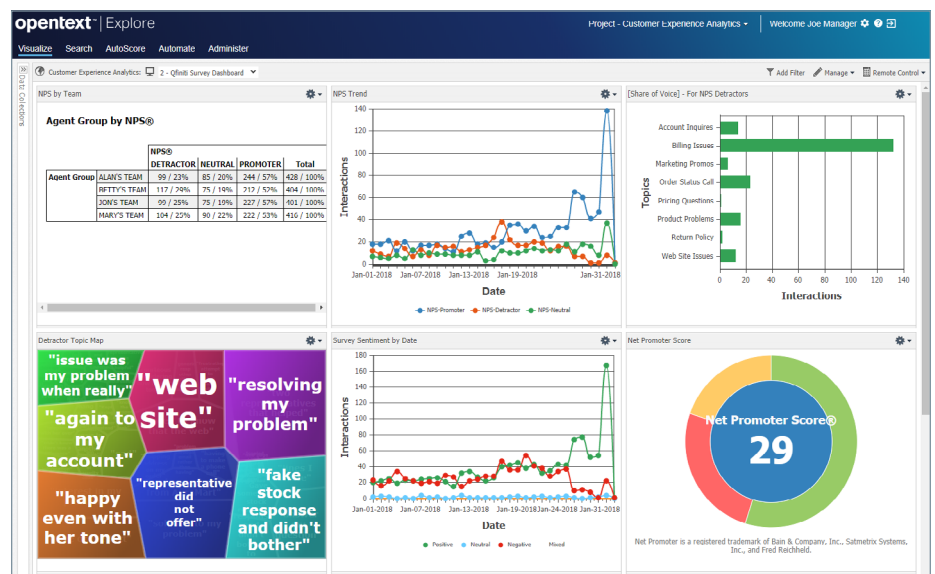
Voice of the Customer and Smart campaign analytics

With Explore, organizations can gain insights from data across every customer touch point, including real-time call center recordings, web activities, customer survey verbatim comments and social media chatter. In addition, Explore analytics automates the delivery of OpenText™ Qfiniti Survey smart campaigns and trigger surveys to customers with robust campaign controls.

With Qfiniti integration, Explore provides powerful Voice of the Customer (VoC) analytics capabilities for customer feedback collected in the contact center and across the broader enterprise. OpenText enables a truly holistic, 360-degree VoC approach by collecting and analyzing customer feedback in three ways:

- **Ask:** Qfiniti Survey collects direct inbound and outbound responses in the form of customer satisfaction surveys.
- **Listen:** Explore captures indirect customer feedback through advanced speech analytics.
- **Connect:** OpenText™ Qfiniti ICE enriches the content of customer interactions by automatically assigning metadata points from CRM and CTI to identify inferred feedback from every customer interaction.

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📺 See the demo

🐦 @OTQfiniti

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By connecting the dots from all three feedback types, this broad and deep VoC solution rewards not only the customer but also the employee and the business.

The **customer** appreciates:

- Reduced survey fatigue by activating smart campaigns
- Providing contextual feedback from each interaction within the complete inferred picture.
- Having surveys delivered through preferred channels.

The **workforce** benefits from:

- Customer behavior insights—analyzed across every customer touch point—that reveal fixes to broken processes and opportunities to streamline bottlenecks.
- Streamlined coaching and eLearning from survey responses that are linked directly to recorded interactions.

The **enterprise** thrives on:

- Direct and comprehensive customer feedback provided by rich VoC insights into expectations, behaviors and opinions.
- Higher stock valuations over time (according to research) when compared to laggards that are less customer-focused

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**.

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