

# OpenText Core Journey

Collect valuable data from customer interactions across channels, devices, and applications to drive analysis and insights



## Benefits

- Collect and store customer interaction and event data
- Track and analyze interaction data with journey analytics
- Orchestrate and manage next steps based on customer behavior
- Now with Engagements: Empower business users to create, launch, and optimize end-to-end engagements in one unified interface

## Resources

### Customer Experience

[Read the blog >](#)

### OpenText Core Journey

[Learn more >](#)

Marketing and customer engagement, including customer success, require focus and interaction at all times across every channel. Tracking the effectiveness and performance of content and experiences requires a tremendous amount of data to obtain meaningful insights. Marketers need to consolidate and analyze this data to understand and improve the customer journey.

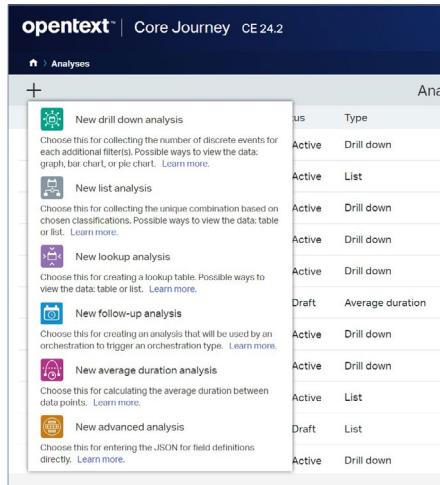
OpenText™ Core Journey is a cloud-based SaaS application that captures data from across customer interactions. This data can inform the creation, orchestration, and management of customer journeys. With powerful, yet easy to use tools, marketing staff can visualize the journey and better understand customer intent. Actions can be automated based on customer behaviors to increase engagement, improve communications, and enhance customer satisfaction and success.

## Why choose OpenText Core Journey?

From orchestrating journeys to personalizing every interaction, OpenText Core Journey now with Engagements helps enterprises unify communications, web, messaging, digital assets, and data in one SaaS platform.

## Top 5 Reasons to Choose OpenText Core Journey with Engagements

[Read the one-pager >](#)



The screenshot shows the 'Analyses' section of the OpenText Core Journey interface. On the left, there is a sidebar with a '+' icon and a list of analysis types: 'New drill down analysis', 'New list analysis', 'New lookup analysis', 'New follow-up analysis', 'New average duration analysis', and 'New advanced analysis'. Each item has a brief description and a 'Learn more' link. On the right, there is a table with columns 'Name' and 'Type'. The table lists several analyses: 'New drill down analysis' (Active, Drill down), 'New list analysis' (Active, List), 'New lookup analysis' (Active, Drill down), 'New follow-up analysis' (Active, Drill down), 'New average duration analysis' (Active, List), and 'New advanced analysis' (Draft, List). The 'New advanced analysis' entry has a note: 'Choose this for entering the JSON for field definitions directly. Learn more.'

Create new data analyses for customer actions and add orchestration to those analyses.

With built-in compliance with templates and event-based triggers, teams can activate engagements without relying on IT, turning disconnected journeys into connected experiences.

Discover the top 5 reasons leading enterprises choose OpenText Core Journey now with Engagements:

- Turn customer journeys into dynamic engagements
- Accelerate notification speed
- Orchestrate across communication channels, web, data, and digital assets
- Personalize experiences at scale with built-in templates for governance
- Unlock measurable business impact in minutes with drag-and-drop designer dashboards

## Collect and store customer interaction and event data

OpenText Core Journey captures event data from any channel, application, and data source. An adaptive data schema integrates data streams and tracks event data from disparate sources across all touchpoints.

## Journey analytics

OpenText Core Journey generates dashboards from the collected data, creating a point-in-time report. These dashboards offer real-time and historical data to identify patterns in behaviors and interactions for target audiences. The product is designed so no data science degree is required, with easy-to-use pull-down menus that are pre-populated with the data and sources being tracked by the system. Staff can then use discovered insights to orchestrate the next best actions in the customer journey.

## Orchestrate and view the customer journey

Orchestration capabilities allow users to capture and collect events and apply rules to orchestrate and automate the next best action based on customer behavior. Dashboards and reports allow continuous monitoring of interaction performance, allowing users to quickly adjust to optimize the journey.

## Integrate with OpenText solutions and any data source

OpenText Core Journey extends existing OpenText Experience Cloud applications, including:

- OpenText Communications for customer communications
- OpenText Web CMS for web content management
- OpenText Contact Center Analytics for Voice of the Customer
- OpenText Contact Center for customer service 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, OpenText Core Journey acts as an independent, central hub to collect and analyze data critical for emerging AI-driven business environments.

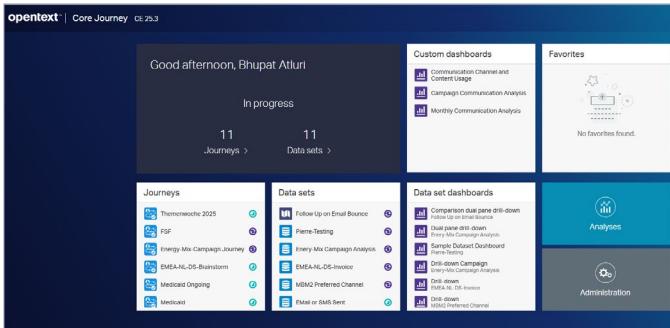
The latest release introduces Engagements, an enhancement to OpenText Core Journey that unifies orchestration with execution.

Business users can now design and launch multichannel notifications end to end without toggling between OpenText™ Core Messaging, OpenText™ Core Communications, and OpenText Core Journey.

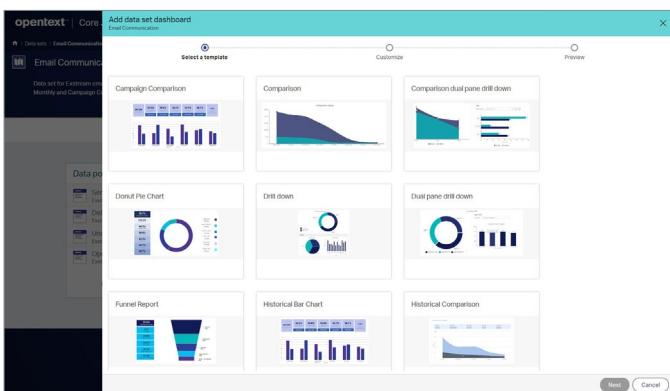
## Features

<b>Capture data</b>	Capture data from any source through data streams that are simple and straightforward to configure.
<b>Create data sets</b>	Use a wizard-like process to compile a sequence of customer events from different sources. The resulting data set contains the selected customer events, business rules, and associated dashboards related to a campaign, communications, or omnichannel experience.
<b>Create journeys</b>	Use an intuitive designer to architect customer journeys from a sequence of customer interactions from different sources. The journey contains the selected customer events, conditional and follow-up actions accompanied by insights at every data point.
<b>Orchestrate and manage</b>	Integrates with OpenText Communications, capturing events from OpenText Exstream and applying rules to orchestrate and automate the next action based on customer behavior. Tracking and optimizing can be targeted for specific audiences and segments to meet specific KPIs.
<b>Dashboards and reporting</b>	Generate visual representations and reports of the data set and results for users to view independently on the homepage.
<b>Simplified experience</b>	Engagements capability consolidates analytics setup, messaging, and communications templates into a single interface automatically inheriting governance from OpenText Core Communications and OpenText Core Messaging.
<b>Faster time-to-market</b>	Guided templates and drag-and-drop design tools enable teams to launch engagements in minutes, without manual switching between systems.
<b>Greater agility</b>	Marketing, service, and operations teams can act on real-time triggers, reducing reliance on IT.

With Engagements, OpenText Core Journey offers a business-user friendly engagement platform, making it easier to deliver personalized, frictionless experiences at scale.



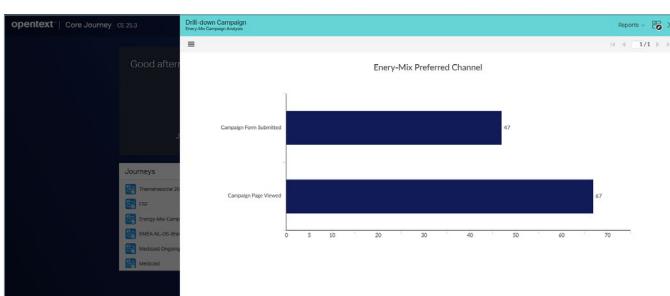
Create a new data set to capture event data and include orchestrations to automate responses to customer actions.



Select dashboard template.



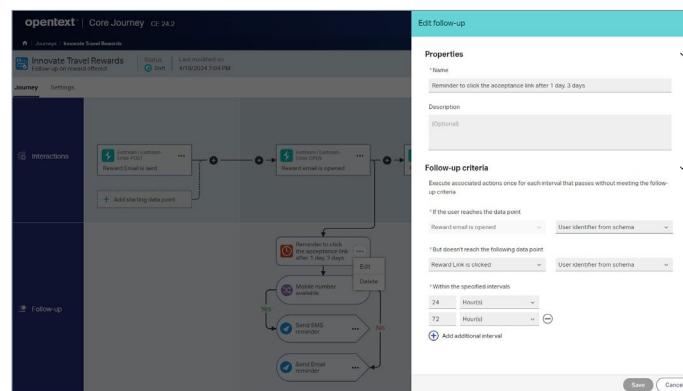
Visualize the customer journey and see where conditions and follow-ups are applied and where orchestrations through actions are initiated.



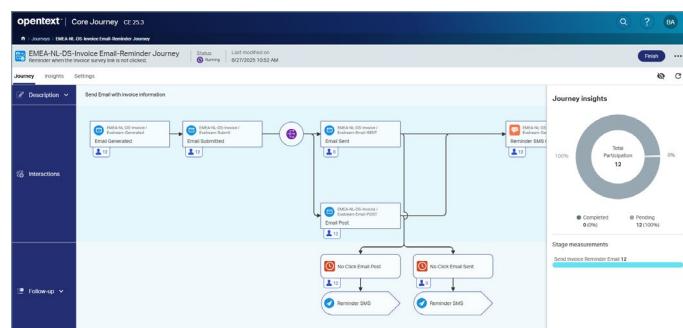
Automate next steps based on customer behavior and optimize interactions for specific audiences.



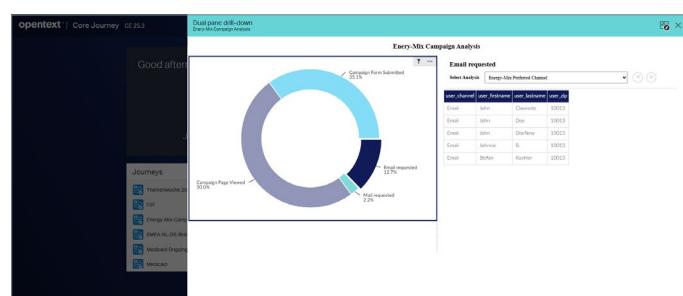
Customer journey comparison details.



Using a Follow-up: for example, a user can analyze if an end customer was sent an email but didn't open it and respond accordingly with another message, perhaps on a different channel.



Design customer journeys with intuitive tools, including conditional and follow-up actions, allowing marketing, service, and operations teams to act quickly without relying on IT. Engagements offers a unified interface for analytics, messaging, and communication templates, enabling faster and easier campaign launches.



KPI dashboard to track delivery success. Real-time analytics to see campaign engagement rates and performance at a glance.