

Move the needle with OpenText Core Journey

Track, consolidate and analyze interactions to better understand customers and their journey



- 87% of shoppers begin their hunt on a digital channel—up from 71% last year¹
- 17% of consumers believe that brands care beyond the point of purchase²
- 47% will abandon a brand when not treated as a recognized customer³
- 29% of B2B customers are fully engaged and 71% are at risk of leaving for a competitor⁴

Marketing and product teams have become the tip of the spear to drive digital transformation. The enormous amount of content marketing organizations generate is designed to move the needle and get customers to interact with brands or products. When tracked, consolidated and analyzed, those interactions provide insights to better understand the customer and their journey.

Organizations that prioritize customer experience are using journey analytics to become insights-driven, responsive and connected. Journey analytics takes both quantitative and qualitative customer data to better understand and predict behavior.

Marketing and product teams are accountable for improving customer experience to ensure greater customer success, satisfaction and retention by creating and redefining digital business models that optimize business operations at scale.

1 Salesforce, [Nine stats about the retail customer journey in 2019](#), April 9, 2019.

2 CMO Council, [Product Ownership: Lasting Satisfaction or Painful Distraction?](#), July 2017.

3 CMO Council, [The Customer in Context](#), July 2017.

4 Gallup, [Guide to Customer Centricity: Analytics and Advice for B2B Leaders](#), 2016.

Resources

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OpenText™ Core Journey Insights collects valuable data from customer interactions across channels, devices and applications, to map the customer journey and provide analysis and insight on customer behavior. This allows organizations to see how marketing efforts are performing throughout the entire customer lifecycle, from engagement and acquisition to retention and customer satisfaction.

OpenText Core Journey

