#### OPENTEXT\*\*

# Unleashing the Power of Information



# Einblicke und Ausblicke in die OTWSM-Entwicklung

Was ist gerade in der Entwicklung, welche Überlegungen werden angestellt?

Frank Steffen @ Web Solutions Usergroup | September 27, 2016

# **CEM Vision**

Discussed at OpenText Enterprise World 2016

# **CEM Vision:**

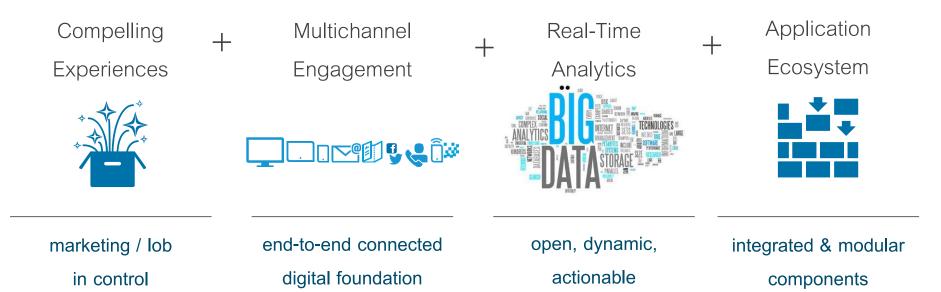
To optimize all enterprise interactions with the customer

Enable two-way
conversations with a
powerful,
algorithmic
core at scale, in
digital

Enable experiences to be more

personalized & visual Enable customers
with simple, Cloud,
& mobileaware
applications

# Customer Experience Management Vision: Optimize the creation and delivery of targeted multichannel customer interactions



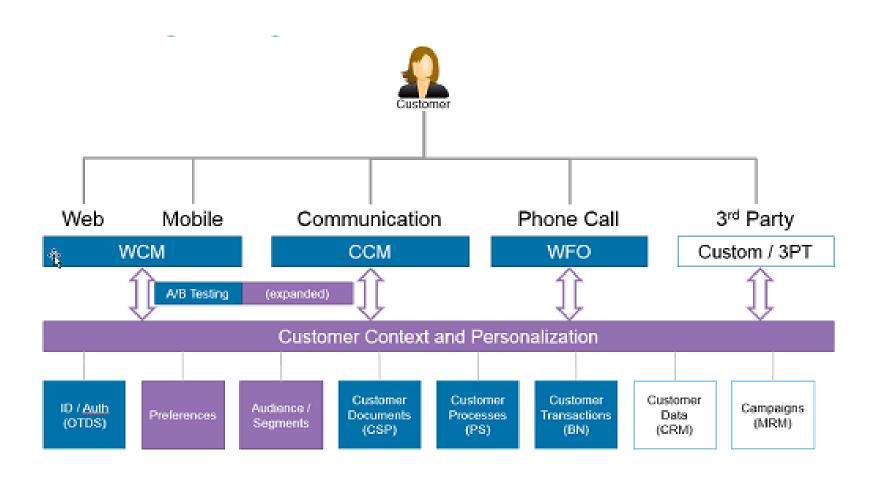
Cloud and On-Premise Deployment Options

# Engagement to Insight Customer Experience Management Applications

		Customer Experience Management (CEM)						
	Enterprise Marketing	Web Content (WCM)	Digital Asset (DAM)	Customer Relationship (CRM)	Customer Communications (CCM)	Contact Center (WFO)	Customer Feedback (VoC)	
	<ul><li>Customer data mgmt</li><li>Campaign mgmt</li><li>Lead mgmt</li><li>Mktg Optimization</li></ul>	<ul><li>Content authoring</li><li>Personalized experiences</li><li>Self-service sites</li></ul>	<ul><li>Digital asset repository</li><li>Single source</li><li>Controlled distribution</li></ul>	<ul><li>Case management</li><li>Offer tracking/analysis</li><li>Customer data mgmt</li></ul>	Interactive     Correspondence     Proactive outreach     Multichannel output	<ul><li>Customer engagement</li><li>1:1. touchpoint</li><li>Two way interactions</li></ul>	<ul><li> Cust. understanding</li><li> Closed loop feedback</li><li> Data analysis</li></ul>	
222	Optimost Marketing Hub     Marketo	<ul> <li>TeamSite/LiveSite</li> <li>Web Experience Management</li> <li>Web Site Management</li> </ul>	<ul><li>Media Management</li><li>MediaBin</li><li>Content Hub for Publishers</li></ul>	SAP hybris CRM, Commerce, Marketing     Salesforce	<ul><li>Communications Center Enterprise</li><li>Exstream</li><li>Teleform</li><li>LiquidOffice</li></ul>	<ul><li> Qfiniti</li><li> Observe</li><li> Optimize</li><li> Survey</li><li> Workforce</li></ul>	Voice of Customer     Speech and multichannel analytics	
	CEM Platform Service							
		Enterprise Content Management (ECM) and Business Process Management (BPM)  Analytics and Business Network						

Sources: Forrester, Gartner, CRMGuru, CustomerThink

# Delivering Integrated Customer Interactions



# **WSM Integration Points**

A personal view of an interested Product Manager

# OpenText Optimost

#### Maximize online conversions

# A/B Testing Wultivariate Testing (MVT)

#### **Advanced**

Segmentation



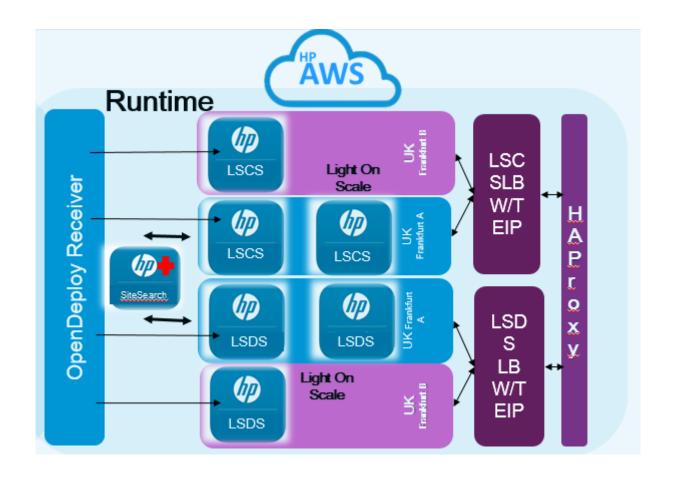
**Targeting** 



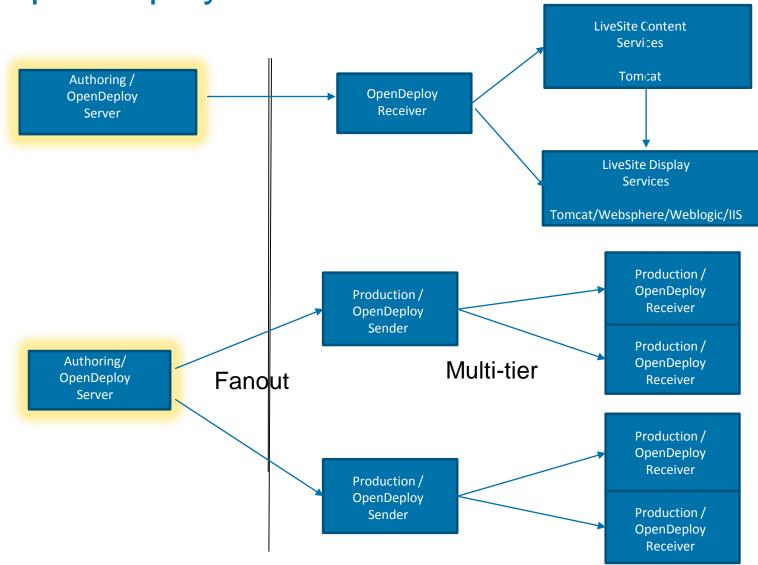
Behavioral Analysis



# OpenText LiveSite

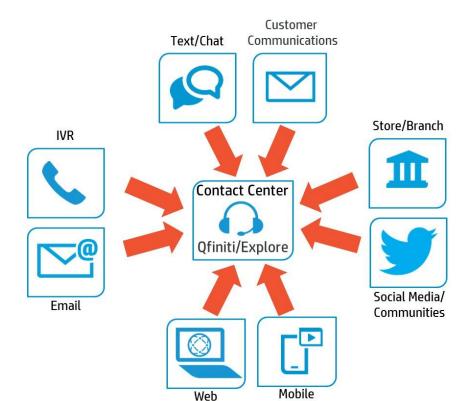


OpenDeploy Scenarios



# **OpenText Qfinity**

#### All roads lead to the contact center...



While we try to reduce call volume, because of unresolved customer experience in first touches, the number of calls is actually rising.

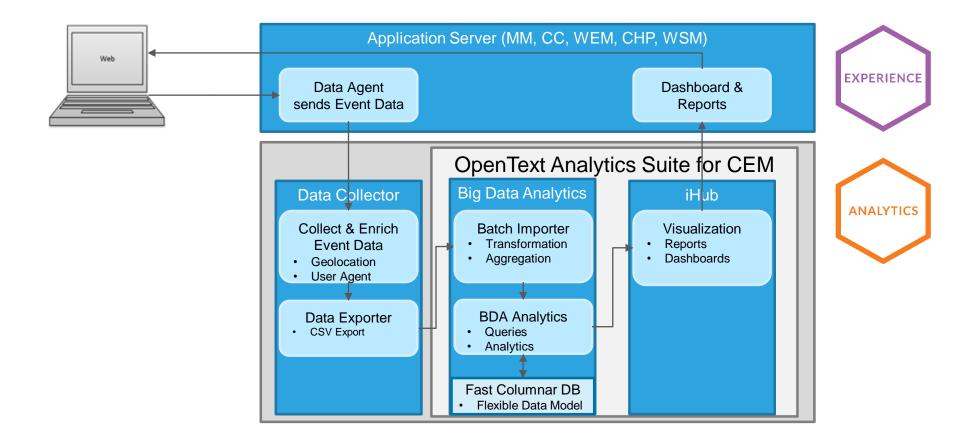
Massive deflection to the contact center from various touch points

"First call resolution" has a whole new meaning...

The contact center is becoming Tier-2, handling complex, time consuming issues

While on the phone with the contact center, 53% of callers also access the website.

# **Experience Analytics - Components**



# Magellan – OT Analytics



# WSM Roadmap

#### Product Roadmap



# Web Site Management

Version: 16.0 Update 1 In progress: November 2016

#### ✓ Asset Management

- Conversion of old Asset Manager to new Asset Folder
- Authorization for new Asset Folder
- Asset Panel supports the Asset Folder
- HTML 5 UI for asset editing

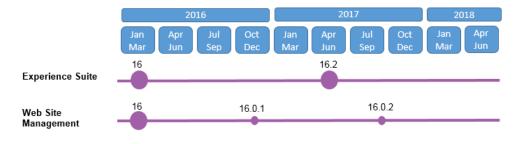
#### ✓ Enhance Reporting

- Geolocation information available in reporting model
- Referrer information tracked and stored for reporting and targeting
- Homepage Widget for iHub Reports and Dashboards with SSO

#### ✓ Platforms & Integrations

- Integration with Media Management 16 and Adaptive Delivery
- Support of Windows Server 2016 and MSSQL 2016
- Document Management Integration of SharePoint 2016
- Alignment of Microsoft Azure Load Balancing and WSM Clustering

### **WSM 16 SP2**



#### Editorial Support

Unified workflow management with one-page approvals

#### Dynamic Content Delivery

- Management of content snippets, taxonomy, and metadata management
- Delivery Server REST-API, AJAX access for DynaMent execution
- Enhanced personalization for targeting

#### Optimization

- A/B –Testing for static and dynamic pages
- Segmentation based analytics

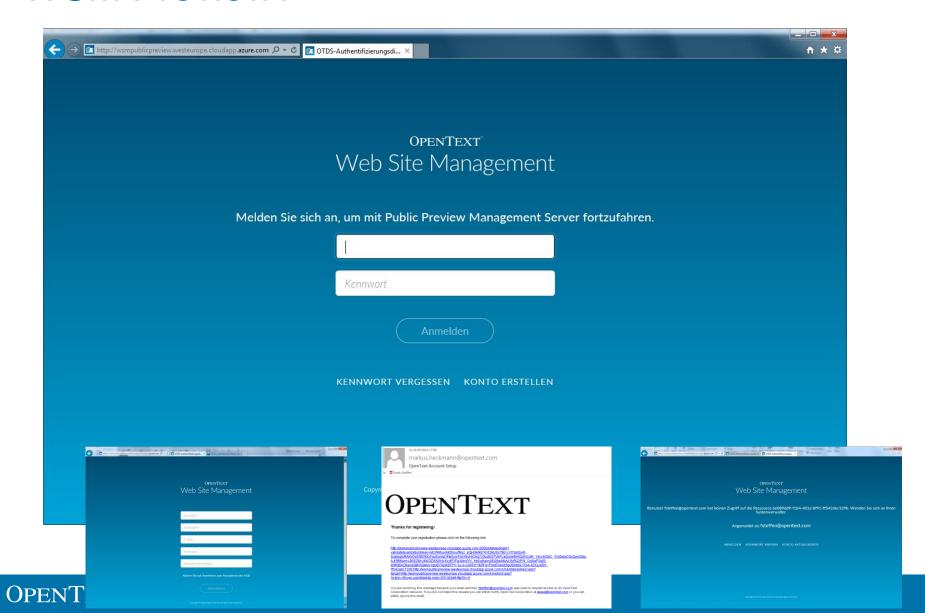
#### Cloud Deployment

One-click cluster node setup and configuration

#### Integrations

- OpenText Optimost integration for optimization of static pages
- Experience Analytics integration

# WSM Preview?



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