

# Autonomy Explore

## Multichannel Customer Interaction Analytics

Autonomy Explore is a comprehensive interaction analytics application which connects to all customer interaction touchpoints, to deliver a complete understanding of each customer, customer segment and the entire customer-base back to the business.

Autonomy Explore, built as an extension to Autonomy IDOL the revolutionary Meaning Based Computing platform, helps organizations turn insight into action. Meaning Based Computing takes all processed data and evaluates its meaning within the context of the entire corpus of data. With Autonomy Explore and IDOL, organizations are in the position to create compelling and dynamic customer experiences, for websites, eCommerce, the contact center or through product enhancements.

## Autonomy Explore Use Cases

**Brand Reputation Management** – Use cutting-edge technologies to anticipate the impact of individual interactions (and their echoes) on the brand's reputation.

**Cross Channel Optimization** – Identify which customers should be moved to self-service versus agent assisted service based on certain situations. For instance, certain customers should always engage in live interactions with an agent.

**Customer Experience Analytics** – Understand and respond to the true experience for a specific customer, as opposed to the siloed experience reported on using legacy, single channel technologies.

**Customer Interaction Survey and Assessment** – Leverage all survey and assessment data for a complete picture of the customer interaction.

**Fraud and Risk Mitigation** – Detect patterns of activity to alert for situations where fraud or risk is growing and protect the organization against the potential harm.

**Next-gen Speech Analytics** – Account for the variability in speech such as language, dialect, accent, or emotion by using technology to form a contextual hypothesis of what is being said.

**Social Media Monitoring** – Discover and analyze the exploding amount of user generated content on the web and extract meaning from blogs, articles, and online conversations both within and outside of the organization, whether they are text, audio, video, or other web-friendly formats.

**Voice of the Customer** – Gain a thorough understanding of customer perceptions and feedback from across all channels and touchpoints.

**Social Media Governance** – Leverage social networks while maintaining compliance with emerging laws and regulations



## Highlights

- **Advanced Contextual-based Concept Understanding** – patented pattern-matching technology to form a conceptual and contextual understanding of all content, independent of language or format, thereby enabling a more intuitive search yielding better results.
- **Related Concept Generation and Idea Distancing** – automatically categorizes concepts in relationship to one another by identifying vital relationships between seemingly separate subjects.
- **Sentiment and Vibe Analysis** – determines the degree to which a sentiment is positive, negative or neutral for the entire interaction or a segment of the interaction.
- **Automated Reporting and Workflow** – automatic distribution of appropriate reports, throughout the business, delivering relevant information about the customer base to the departments or individuals to take action.
- **Role-dependent Views and Access** – appropriate access to sensitive data.
- **Topic Trending** – identifies the patterns that naturally occur in text, voice or video files based on the usage and frequency of terms that correspond to specific topics.
- **Hot and Breaking Topics** – “hot” clusters automatically detect burning topics across interactions and “breaking” clusters alert users in real-time to new areas of information or individual interest.



POWER  
PROMOTE  
PROTECT



## The Challenge

Customers interact with your brand using a myriad of touchpoints including phone, email, chat, web, video, blogs and tweets, and through a handful of channels, including your website, contact center, storefronts and social media. Organizations have been searching for a solution that allows them to view interactions collectively, independent of channel, for a comprehensive picture of their customer interactions and relationships. Moving beyond disparate customer interaction data is the first step in becoming channel-agnostic, to identify the true insights that will impact your business. To date, they've had no other options than to leave the volumes of data produced by these interactions in the systems in which they were captured.

More than 90% of consumers engage in some sort of multichannel behavior, but organizations are neither able to collectively understand those interactions nor compile them in a way that can be shared with decision-making groups throughout the business. So, while consumers use different channels and different touchpoints throughout their relationship with your brand, today's businesses tend to be slow or simply unable to capitalize.

## The Solution

Autonomy Explore, powered by IDOL, is unique in its ability to capture, process and understand all interactions, whether direct or indirect, structured or unstructured, across all customer channels and touchpoints to identify those patterns in historical customer behavior that enlightens future action.

Autonomy automatically processes human-friendly information and provides relevant insights to marketers using statistical analysis and other advanced features such as clustering, sentiment analysis, audio and video analysis, alerts, or simply by categorizing and indexing content for intelligent search. Autonomy understands information in a way humans do by identifying and prioritizing concepts within a piece of information – without relying strictly on tags, keywords or metadata. In addition, because Autonomy treats words merely as abstract symbols of meaning, it is completely language independent.

Autonomy Explore, Autonomy's Multichannel Customer Interaction Analytics helps companies can review a prospect's visit to the website, a customer's survey response, a grouping of especially successful sales calls, the most emotional support calls or even notes from a storefront representative. Customer interactions hold the actionable insights that organizations need to move their customers' experience to the next level.

## About Autonomy

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds Banking Group, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide. Please visit [www.autonomy.com](http://www.autonomy.com) to find out more.

### Autonomy Inc.

One Market, Spear Tower, 19th Floor,  
San Francisco, CA 94105, USA  
Tel: +1 415 243 9955  
Fax: +1 415 243 9984  
Email: [info@us.autonomy.com](mailto:info@us.autonomy.com)

### Autonomy Systems Ltd

Cambridge Business Park,  
Cowley Rd, Cambridge CB4 0WZ, UK  
Tel: +44 (0) 1223 448 000  
Fax: +44 (0) 1223 448 001  
Email: [autonomy@autonomy.com](mailto:autonomy@autonomy.com)

### Other Offices

Autonomy has additional offices in Antwerp, Barcelona, Beijing, Boston, Calgary, Cambridge, Chicago, Dallas, Kuala Lumpur, London, Madrid, Mexico City, Milan, Munich, New York, Paris, Pleasanton, Rome, San Francisco, Santa Clara, Shanghai, Singapore, Santiago, Sao Paulo, Stockholm, Sydney, Tokyo, Utrecht and Washington, D.C.

