Business Discovery provides actionable insights

Customers interact with your brand through a handful of channels, including your website, contact center, storefronts, and social media. Autonomy Explore is a Business Discovery solution from Autonomy that allows users to view interactions collectively, independent of channel, for a comprehensive picture of their customer interactions and relationships. The end results are critical business insights delivered in real time against which to test and take action.

Consumers today regularly 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 touchpoints throughout their relationship with your brand, today’s businesses tend to be slow or simply unable to capitalize. Moving beyond disparate customer interaction data is the first step in becoming channel-agnostic and identifying the insights that will positively impact your business. To date, no other options have existed, leaving the volumes of data produced by these interactions in the systems in which they were captured.

Now the opportunity exists to not only be aware that your customers are interacting across multiple channels, but to also be able to automatically and conceptually understand these interactions in real time. Suddenly questions such as “why are they phoning the call center when they are trying to open a checking account online or are in the midst of the checkout process for a pair of shoes” can be answered definitively based on a conceptual understanding of both the call content and the web pages visited. This real-time awareness and understanding empowers analysts and managers beyond the limitations of traditional cross-channel business intelligence efforts, which take weeks or months to produce comparable findings.

Taking multichannel customer analytics to the next level

Customer interactions hold the actionable insights that organizations need to move their customers’ experience to the next level. Autonomy Explore goes further than traditional analytics and business intelligence solutions, providing unprecedented insights into customer data that go beyond the structured and myopic format in which it is collected.

Autonomy augments the value of these data sources by finding the unpredicted relationships, trends, sentiments, and issues that develop in real time. Further, data from customer conversations in social media networks or call centers can be mined dynamically for the underlying meaning. As a result, marketers are able to understand customer conversations and behaviors and develop actionable and real-time insights to create engaging customer experiences and resolve problems across each of their channels.

With Autonomy Explore, companies can review prospects’ sentiments when visiting the website and respond to a customer survey; or a grouping of especially successful sales calls, emotionally-driven customer service interactions, and notes from a storefront. This information can then be visually represented to better connect with the audience and let the data tell the story from both a discovery and visualization standpoint, with 2D cluster mapping and interactive charting widgets such as Share of Voice, Spectrographs, and Sentiment Trending.
Autonomy Explore offers unprecedented insights

Powered by the Autonomy Intelligent Data Operating Layer (IDOL), Autonomy Explore delivers unprecedented insight into customer interactions, allowing marketers to discover the “unknown unknowns.” By understanding information in a way humans do by identifying and prioritizing concepts within a piece of information, Autonomy Explore avoids reliance on tags, keywords, or metadata and lets the data tell the story. It is easy to find something when you know what to look for, but when you do not know what to look for, Autonomy is the only solution that can uncover those business discovery blind spots.

Aggregate all data sources regardless of channel

Autonomy Explore allows marketers to bring together all channel data within one application to be able to look across data types and formats to gain a conceptual understanding of the corpus of data ingested. This includes, for example, the call center, website, point of sale, and social media. By being able to see all data in one place as opposed to being siloed by type or channel, marketers are able to gain a complete picture of their customers’ activity.

Automatically cluster data to discover emerging trends

Autonomy Explore provides organizations with a way to understand the emergent topics of concepts within their data. By automatically organizing data into logical, self-similar groups or clusters, Autonomy Explore surfaces the concepts or ideas that are contained therein. Marketers can quickly see which concepts reside in their cross channel interactions without having to perform manual analysis and categorization of data, which is both time- and resource-consuming. Through clustering, the data begins to tell the story and, in many cases, reveals “unknown unknowns” – emerging opportunities that you were not looking for in the first place.

Take sentiment detection to the next level

Customer sentiment can change dramatically based on a direct or indirect experience with your brand. Autonomy Explore takes sentiment detection to the next level by not relying on pre-determined rules but instead looking at sentiment from a conceptual standpoint. Furthermore, sentiment is broken out into smaller components called Vibe, where one positive phone call or blog post may have several elements of Vibe – some negative, some positive – to give a complete, conceptual understanding of the interaction as well as provide more nuance to the interaction.

Broad social media access

Through a vast network of publishers and data aggregation providers, Autonomy is able to source over 200 million daily social media and broadcast news mentions across the globe, including popular social media sites such as Facebook, Twitter, YouTube, and Google +. Each data item is properly enriched with URL Expansion and Matching, Format Normalization, Language Detection, GEO-IP, and Klout meta-data (where applicable). Specifically, Explore provides 200 million-plus daily social media mentions, 210 international broadcast feeds (all media markets), 800-plus searchable industry categories, 100-plus countries, and 50-plus languages to give you unparalleled access to social media.
Automatic alerting and tagging

Once an emerging trend has been discovered, Autonomy Explore offers outgoing alert capabilities which can be set based on several criteria, from thresholds hit on a particular concept to simply being sent a periodic alert containing the results of a conceptual search. Furthermore, Autonomy Explore can automatically tag certain channel interactions based on satisfying a conceptual query for an action like call center agent follow-up.

A customizable web interface

Autonomy Explore provides a browser-based front end which is highly configurable based on the user and their corresponding role and related permissions within an organization. Explore contains a visually appealing charts package; any data set can be easily exported for use with any existing reporting interface that may already be in place.

Understanding powered by IDOL

Autonomy’s Intelligent Data Operating Layer (IDOL) technology provides businesses with advanced capabilities for understanding the meaning behind, and immediately taking action on, all forms of information. Extending IDOL throughout an organization, Autonomy Explore empowers analysts and decision makers with a powerful platform capable of processing and identifying important relationships and concepts in all data types and sources. With the ability to identify key relationships between pieces of data, customer patterns or segments, or unexpected concepts or topics in real time, analysts can more rapidly discover key insights and indicators to drive strategic decision making.

Uses cases for Autonomy Explore

**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 experiences for specific customers, as opposed to siloed experiences based on legacy single-channel technologies.

**Web analytics and discovery.** Understand what your customers are experiencing online to glean insights as to which action steps to take to improve business opportunities.

**Text analytics.** Understand the meaning of text-based communications such as survey results, complete with open-end verbatim or CRM notes, and automatically classify and categorize those interactions based on meaning as opposed to keywords.

**Customer interaction survey and assessment.** Leverage all survey and assessment data for a complete picture of customer interactions.

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

**Speech analytics and discovery.** 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.

Key differentiators of Autonomy Explore

**Conceptual understanding of data.** Patented pattern-matching technology forms a conceptual and contextual understanding of all content, independent of language or format, thereby enabling a more intuitive search and yielding better results.
Includes all channels for a complete customer picture. Unique ability to combine and understand interactions occurring across the call center, web site, point of sale, and social media.

**Sentiment analysis.** Determine the degree to which a sentiment is positive, negative, or neutral for the entire interaction or a segment of the interaction.

**Hot and breaking topics.** “Hot” clusters automatically detect burning topics across interactions. “Breaking” clusters alert users in real time to new areas of information or individual interest.

**Automated reports and workflow.** Automatic distribution of appropriate reports throughout the business, delivers relevant information about the customer base to departments or individuals to take action.

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**About HP Autonomy**

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit [autonomy.com](http://autonomy.com) to find out more.

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**About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

More information about HP (NYSE: HPQ) is available at [hp.com](http://hp.com).

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