

aws marketplace

OpenText Contact Center Analytics

Reviews, tips, and
advice from real users



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Product Recap

opentext

OpenText Contact Center Analytics

OpenText Contact Center Analytics

Recap

OpenText Contact Center Analytics empowers businesses with advanced data analytics to optimize customer interactions and improve service efficiency.

OpenText Contact Center Analytics offers robust capabilities for analyzing customer interactions across multiple channels. By leveraging real-time insights, businesses can enhance decision-making processes, streamline operations, and boost customer satisfaction. Its ability to integrate seamlessly with existing systems ensures comprehensive data analysis, providing users with actionable insights and strategic advantages.

What are the key features of OpenText Contact Center Analytics?

- **Real-Time Analytics:** Allows for immediate data processing to make quick, informed decisions.
- **Omni-Channel Support:** Integrates data from different communication channels for a holistic view.
- **Customizable Dashboards:** Tailored interfaces for easy visualization of relevant metrics.
- **Predictive Analysis:** Anticipates future trends to guide strategic planning.

What benefits and ROI should users expect?

- **Improved Efficiency:** Streamlines operations to reduce wait times and increase service quality.
- **Enhanced Customer Satisfaction:** Enables personalized experiences based on comprehensive data insights.
- **Competitive Advantage:** Provides strategic insights that align with business objectives.
- **Cost-Effective Solutions:** Minimizes operational costs through targeted analytics.

OpenText Contact Center Analytics is widely applicable, including in financial services to forecast customer needs, in healthcare for patient interaction management, and in retail for enhancing customer loyalty programs. Its adaptable analytics capabilities make it suitable for diverse industry needs.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “The biggest advantage of OpenText Contact Center Analytics is its positive impact on customer churn and revenue, where revenues have increased drastically due to the adoption of the tool.”



Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

- ✓ “OpenText Contact Center Analytics has helped in reducing customer churn for one of our clients, which contributes to top-line growth for our clients.”



Verified user

Assistant Director at a consultancy with 10,001+ employees

- ✓ “OpenText Contact Center Analytics helped us move from reactive support to data-driven operational improvements.”



Verified user

Software Development Engineer at a tech vendor with 10,001+ employees



“OpenText Contact Center Analytics has positively impacted my organization by helping save us considerable time to analyze data.”



Verified user

Architect Ecm at a consultancy with 10,001+ employees

What users had to say about valuable features:

“The best features OpenText Contact Center Analytics offers include useful deployment on both public and private cloud infrastructure. Cloud deployment stands out for me because it provides more flexibility. OpenText Contact Center Analytics has positively impacted my organization by helping save us considerable time to analyze data. It saves significant time and provides automated coaching and learnings based on the output after the data is analyzed, and it also helps to identify performance gaps..”

Verified user

Architect Ecm at a consultancy with 10,001+ employees

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The best features of OpenText Contact Center Analytics include the entire gamut of speech-to-text analysis, which performs comprehensive speech and text analysis with sentiment detection.

The sentiment analysis feature helps in customer decision-making in our day-to-day operations.

“OpenText Contact Center Analytics supports omni-channel integration, resulting in better Net Promoter Score across different channels, which allows us to support customers more effectively.

“The biggest advantage of OpenText Contact Center Analytics is its positive impact on customer churn and revenue, where revenues have increased drastically due to the adoption of the tool. .”

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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“OpenText Contact Center Analytics helps with good speech analytics, provides good reports, and addresses several KPIs, making it a good solution for speech analytics and text and social analytics information.

“The best features that OpenText Contact Center Analytics offers include helping with speech analytics, transforming voice calls into insights, analyzing the sentiment and emotion of customers, and delivering good reports from the KPIs. It also minimizes customer churn and analyzes the interaction between our customer agents and customers and the trend deduction in terms of customer behavior trends.

“The feature that has made the biggest impact for our clients is sentiment analysis because it helps to understand actual customer feedback based upon the reply given by the customer without requiring additional employees to understand the text and sentiment. OpenText provides sentiment analysis out of the box, which is good for our customers.

“I appreciate the unique usage of generative AI for doing the sentiment analysis in OpenText Contact Center Analytics, as it is fresh out of the market with no major players, and OpenText is pioneering these kinds of analysis which are very much required for our customers..”

Verified user

Assistant Director at a consultancy with 10,001+ employees

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“The best features I can identify about OpenText Contact Center Analytics include Speech Analytics, which automatically transforms voice calls into meaningful data by analyzing sentiment, emotion, themes, and trends, giving deep insight into why customers call, not just what they say. The second feature is Text and Social Analytics, which analyzes chat transcripts, CRM notes, survey text, and even social media to uncover trends and sentiment across all channels. The third is Multi-channel Interaction Intelligence, which brings data from calls, email, chats, surveys, and social channels, providing a unified view of customer interaction regardless of where they happen. The fourth feature is Behavioral Scoring, which uses AI to automatically score interactions, evaluating both agent behaviors and customer reactions, which is valuable for coaching and quality improvement. The fifth is Dashboards and Trend Detection, where intuitive dashboards help visualize trends, sentiment, anomalies, and performance KPIs, making it easy to track performance and act on the insights. Regarding AI and productivity enhancements, the GenAI and summarization tool creates conversation summaries, shortens review cycles, and supports agent workflows, boosting productivity and quality checks along with sentiment analysis. Additionally, for advanced capabilities, there are Omni-channel Analytics, Custom Alerts and Topic Tagging from extended documents, and Real-time and Predictive Insights. The multiple language support is also very valuable.

“Out of these features, the single feature that has the biggest impact on my work is Speech and Text Analytics. This mattered most because it allowed me to move from assumptions to evidence. Instead of relying only on surface-level KPIs such as call volume or handle time, Speech and Text Analytics let me analyze actual customer conversations and agent responses, identifying the recurring pain points, confusion patterns, and transfer triggers. It correlates customer sentiment with operational metrics such as transfers and escalations, and the real impact on my work is that I could pinpoint why certain calls were getting transferred, not just that they were. It directly influenced the IVR routing changes, agent script improvements, and knowledge base subjects. It helped me close the loop: insight, action, and measurable improvement. The dashboard told us what is happening.

“One final point I would add is how the features of OpenText Contact Center Analytics work together. What strengthened the impact for me was the

combination of conversation analytics with the dashboards and trend analysis. Speech and Text Analytics helped me uncover root causes while dashboards helped prioritize issues by scale and impact and track the improvements over time. This integration made it easier to justify changes to stakeholders because insights were data-backed, repeatable, and measurable, turning analytics from a reporting function into a continuous improvement system..”

Verified user

Software Development Engineer at a tech vendor with 10,001+ employees

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Other Solutions Considered

We previously used a different solution called NICE CXone, which offered similar capabilities and analytics bundled. We switched because of its quote-based licensing.

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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Before choosing OpenText Contact Center Analytics, we evaluated CallMiner for deep search analytics and emotion detection. We found that CallMiner was less GenAI focused and had a higher setup cost compared to OpenText Contact Center Analytics.

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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“We evaluated the capabilities of C4C before choosing OpenText Contact Center Analytics, but it was not capable enough, so we chose OpenText Contact Center Analytics..”

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Assistant Director at a consultancy with 10,001+ employees

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“When I joined this organization, OpenText Contact Center Analytics was already in use. I am not aware of any other solutions they might have used before. They might have gone through some options before choosing OpenText, but I am not aware of that. OpenText Contact Center Analytics was already in use when I joined, and it is good..”

Verified user

Software Development Engineer at a tech vendor with 10,001+ employees

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ROI

Real user quotes about their ROI:

I have seen a return on investment with OpenText Contact Center Analytics, which includes cost savings from a 15% to 20% drop in churn rates as one of the biggest ROI outcomes. Apart from churn reduction, IVR optimization has resulted in a 20% self-service lift within 9 to 12 months.

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Chief Enterprise Architect at Alinma Bank

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Use Case

“My main use case for OpenText Contact Center Analytics is focused on Speech and Text analytics. I analyze transcribed calls and chat logs to identify customer sentiments and their feedback and ratings for the services we provide in our day-to-day operations. For example, when we use a ServiceNow tool to resolve customer tickets, I take that data, the logs, and the ratings, and then use OpenText Contact Center Analytics to analyze the data and provide us with a dashboard..”

Verified user

Architect Ecm at a consultancy with 10,001+ employees

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OpenText Contact Center Analytics is primarily used for analytics on call recordings, integrated with our in-house IVR system.

The integration with the IVR system focuses on menu options in the IVR for routing, which is our primary use case.

“OpenText Contact Center Analytics is used for identifying misconfigured routes in the IVR. When routes are misconfigured in the IVR, this tool is utilized by multiple teams, including the IVR product team and the CRM team. .”

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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“My main use case for OpenText Contact Center Analytics is consulting products like OpenText Contact Center Analytics for our clients, and it is very helpful for our customers where they are able to get all the information from their customers and then identify what kind of useful information can be obtained from the conversations.

“It helps them to create an incident, create a case, or create a positive requirement in terms of other ERP systems, which is how we typically use it for day-to-day operations..”

Verified user

Assistant Director at a consultancy with 10,001+ employees

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“I used OpenText Contact Center Analytics for approximately six months during my time as a software developer intern. During that period, I worked on analyzing customer interaction data and contact center metrics, supporting reporting and dashboard insights for operational teams, integrating analytic outputs with backend services and automation workflows, and improving performance and reliability of analytics-related components. My usage was hands-on and production-oriented, focused on extracting actionable insights rather than just tool-level exposure.

“My main use case for OpenText Contact Center Analytics focused on extracting actionable insights to enhance operational efficiency. During my internship, I worked on improving contact center efficiency using OpenText Contact Center Analytics. One recurring issue was a high call transfer rate and long average handle time for certain support queues. I used the CCA tool to analyze call transcripts, agent disposition codes, and time-based trends. The analytics showed that a significant percentage of calls were being transferred because agents lacked quick access to troubleshooting steps for a specific product module. Based on that insight, I collaborated with the support and engineering teams to update the agent knowledge base and refine IVR routing rules. After that change, we observed a measurable reduction in call transfers and a noticeable improvement in average handling time, which directly improved customer satisfaction and agent productivity.

“OpenText Contact Center Analytics helped us move from reactive support to data-driven operational improvements. By analyzing conversation data and interaction trends, we identified repeat call drivers, high transfer queues, and sentiment drops much earlier. The concrete outcomes we saw included reduced call transfers and average handle time by addressing the exact topics causing agent confusion. It improved first contact resolution as the agent scripts and knowledgeable articles were updated based on real conversation insights, along with better agent coaching using analytics-backed evidence rather than subjective feedback. We experienced faster issue escalation to engineering and improved customer experience reflected in more stable sentiment trends over time. The biggest improvement was not just metrics; it was a confidence in decisions, with customer trust growing significantly..”

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

The initial setup cost of OpenText Contact Center Analytics depends on the deployment model, the scope of implementation, and the kind of services we are integrating, such as whether we are utilizing support or professional services. These factors determine the initial setup cost.

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Chief Enterprise Architect at Alinma Bank

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“OpenText Contact Center Analytics is deployed in a secured, enterprise-grade hybrid model, aligned with data privacy and operational needs. We use a hybrid deployment where customer interaction data is ingested from an on-premises and cloud contact center system into OpenText Contact Center Analytics platform, while access and reporting are enabled through a secure web interface..”

Verified user

Software Development Engineer at a tech vendor with 10,001+ employees

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Customer Service and Support

We have subscribed to the professional services group and are utilizing advanced customer support with OpenText Contact Center Analytics. Advanced customer support is minimizing downtime and maximizing ROI with dedicated experts.

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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“Customer support is very good; as part of the engineering team, I am not personally aware of all details, but I hear positive feedback from support and product management..”

Verified user

Software Development Engineer at a tech vendor with 10,001+ employees

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Other Advice

The main aim with OpenText Contact Center Analytics should be to reduce churn rates, as that is the quickest win. Once the churn use cases are stable for the large banking environment, OpenText Contact Center Analytics can scale well and be a strategic part of the entire enterprise architecture ecosystem. I would rate this solution a 7 out of 10.

Abbasi Poonawala

Chief Enterprise Architect at Alinma Bank

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“I would recommend conducting a quick technical analysis of your main use case with OpenText Contact Center Analytics. My advice for others looking into using OpenText Contact Center Analytics is that it is a good solution. My company does not have a business relationship with this vendor other than being a customer. I have given this review a rating of 8..”

Verified user

Architect Ecm at a consultancy with 10,001+ employees

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“People should definitely consider using OpenText Contact Center Analytics as it is very good. It brings together messages, conversations, meetings, and social media experiences in one place, allowing for easy summarization and improvement in customer needs while displaying KPIs, with all indicators, including sentiment scores, increasing. It is a unified experience. My experience in 2023 with OpenText Contact Center Analytics was good, and although a few changes could enhance stability, overall it is very good and people can feel confident using it. Even with these gaps, OpenText Contact Center Analytics already delivers strong value. Addressing these areas would move it from a power analytics platform to a proactive decision-driving system. I would rate this product 8.5 out of 10..”

Verified user

Software Development Engineer at a tech vendor with 10,001+ employees

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“A recent situation where OpenText Contact Center Analytics helped a client involved a client case where a customer had to give their feedback over voice, and OpenText Contact Center Analytics was able to interpret the data, all the voice information, and convert it into text. It was able to analyze and categorize the customer as positive or negative which enabled the client to reduce customer churn.

“OpenText Contact Center Analytics has positively impacted my organization as it has been used by one of the customers to analyze customer churn based on feedback provided by the customer in their support center. It is able to identify which customer is going to churn in the next month or which customer is going to continue for a long time, helping our sales team identify appropriate actions to prevent customer churn.

“We are measuring the reduction in customer churn for our customer, which is currently in process, and we are expecting at least a twenty percent reduction in customer churn.

“My advice for others looking into OpenText Contact Center Analytics is that if someone wants to try a generative AI way of interpreting customer interactions, then OpenText Contact Center Analytics is a very good tool, and we recommend it.

“In addition to being a customer, we also have a business relationship as a partner, selling OpenText Contact Center Analytics to our customers.

“Overall, my experience with OpenText Contact Center Analytics is good, and I appreciate the opportunity to do this survey. I would rate this product a nine out of ten. Thank you..”

Verified user

Assistant Director at a consultancy with 10,001+ employees

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