OPENTEXT

OpenText Tempo Social

The new customer experience is social

Web users today expect a lot from the sites they visit. Customers, suppliers, partners, and employees all want to voice their opinion in a place where they can be heard and feel like part of a community. They need an engaging online experience filled with rich content, personalization, and social features. If you don't have this functionality, you may need a solution that will allow you to engage your web users.

OpenText Tempo Social makes it possible for you to enhance your web presence and enable user-generated content by taking social media beyond common Web 2.0 and Enterprise 2.0 features. OpenText offers a complete, enterprise-level social media framework that can reach far across your online presence to help you create compelling websites for your Internets, intranets, and extranets.

Trust your social business to OpenText

Give them something to talk about
Today's experienced web users expect a more engaging online experience. Engaging sites foster communities, encourage collaboration, increase customer loyalty, and drive increased revenue.

Create a dialogue with your web audience
Capabilities like blogs and forums provide a more informal means to share and help spread your message, get feedback, and learn about your users' opinions and desires. Let your audience participate with your organization in a familiar way. Then use their customer insights to keep your organization agile and responsive.

Enable users to engage together (without you)
Enabling customers to communicate with one another can foster closer relationships and even encourage peer-to-peer support, which may result in improved customer loyalty, reduced support costs, or even increased innovation. Let users create networks of trusted peers to help you expand your reach with fewer resources.

Empower teams to increase productivity and innovation
Foster an environment of informal collaboration and networking to help improve idea sharing, increase productivity, and speed the rate of innovation. Take your intranets to the next level with an app that appeals to the next generation of knowledge workers who demand to interact in a more open and social fashion.
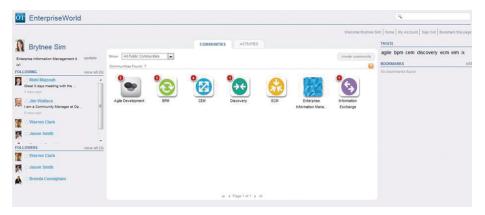
Quickly and easily create compelling social sites
Social media tools are essential to collaboration and participation. Tempo Social gives you the flexibility to combine out-of-the-box social apps to meet your specific goals; for instance, creating an online

BENEFITS

- Engages customers
- Allows users to find relevant content easily
- Enables communication and interaction between users
- Protects the quality of site content and brand
- Creates a content-rich site
- Encourages online interaction
- Offers easy-to-use functionality
- Increases customer satisfaction
- Controls and reduces costs
- Empowers teams by offering more information
- Delivers social compliance

Tempo Social: Social Workplace App

community, adding social features to your existing websites, or applying social features to current marketing initiatives to connect more personally with your customers.

Decrease technical complexity while reducing business reliance on IT

The innovative platform architecture of Tempo Social enables integration with multiple types of websites and applications, as well as seamless integration with OpenText Web Experience Management, OpenText Web Site Management, and OpenText Content Server.

Listen to your web audience

Tempo Social has been created with key business challenges in mind and is designed for organizations who are seeking to evolve to a social business by:

- Listening to customers who demand a way to communicate and be heard via the web—Tempo Social offers capabilities that include ranking, rating, tagging, polls, and commenting.

- Engaging with customers through relevant marketing programs and content that resonates with customers. Tracking customer preferences through online behavior enables targeted marketing programs, and the creation of networks of trusted individuals enables positive influential customers to impact revenue and loyalty via these tools.

- Simplifying the customer experience; enabling them to get relevant information faster and easier. Capabilities such as tagging, ranking, and rating enable users to better target their search to help drive faster resolution and purchase.

- Harnessing the innovative ideas and preferences of customers to help deliver hit products in the market. Tempo Social can help improve insight into customer preferences and glean candid feedback through capabilities that elicit both quantitative and qualitative responses from customers. This helps create a dialogue that can directly impact product or service development, as well as produce a target list of potential buyers.

Tempo Social at a glance

Blogs

A modular and highly configurable blogging application with templates that can help quickly establish multiple, easy-to-moderate channels of communication with your audiences.

Activity streams

The activity stream allows users to share their status information with community members and comment on status updates by other users. It helps users share information with friends and other connections.

Wikis

Implementation of modular and configurable wikis, with templates, helps provide a means to aggregate the knowledge of your company and its users in order to create dynamic and friendly mechanisms for self-service and peer-to-peer sharing.

Forums

The configurable forum module and templates created for high-volume sites helps craft logical, bi-directional avenues to which users can subscribe and contribute so that they may learn, get recommendations, and join the conversation.

Idea management

Idea management creates a platform for users to post new ideas on products and services on the community site and allows other members of the community to vote on the idea.

Photo library

Offers users the ability to create their own photo gallery and upload photos to share with other members in the community; the application supports a wide variety of photo formats.

Video library

Users can create a video gallery and upload videos using the video library. Videos of all formats can be uploaded, and are played using a built-in player. The videos are stored in an external hosted video server (fee-based) so that you can save on the hardware to store videos.

Podcast library

Using the podcast library, users can upload podcasts to content libraries.

Presentation library

A "SlideShare-like" application for your community users wherein users can upload presentations in various formats like .ppt and Adobe® Flash® and share with other members.

Social bookmarking

Allows users to bookmark any external webpage or specific content within the community site and share with other community members.

User profile

Users can create a rich user profile. The administrator can define the various attributes of the user profile. The users can add their picture to the user profile, browse through users in the community, invite members to be friends, and accept friend requests. Users can also update their status in the user profile.

Ratings and reviews

Users can rate, rank, and/or review any piece of site content, including images, videos, articles, and more to enable immediate feedback and demonstrate the content or product's usefulness and popularity to their trusted peer customer base. Customer-generated information can help drive loyalty, sales, and innovative ideas to improve your bottom line.

Comments

Adding comments to content on the site empowers users to share their perspectives and ideas with the company and with other customers. This open dialogue can foster a trusted network to help increase loyalty while providing business users a window into the needs and wants of their valued customers.

Additional social capabilities

Integration of various capabilities like RSS, Tell People, subscriptions, tagging and tag clouds, threading of comments, usage analysis, and ratings into some of the core applications provides commonly used and popular means to participate in and quickly navigate the greater application content.

Web and social analytics

Gain deeper insight into your user's social interactions to improve customer loyalty, respond to trends faster, and monetize your social investments, and measure the success of web and mobile initiatives to improve online profitability.

Social compliance

Capture all social objects created in the application for archival purposes through the integration with Content Server, reducing the risks of applying social media in the enterprise.

Moderation

Easy-to-use, AJAX-enabled dashboards for approving or rejecting user-generated content provides business owners with a unified mechanism to control the quality of user postings, helping to protect their brand.

Third-party integration

Ability to post content from the community site to Facebook,® Twitter,™ or Google+ helps extend sharing between third-party social networking sites into a community site.

Social networking features

Offers users the ability to follow and receive updates on user activity. In a community, users can follow or friend users based on the use case needs.

Presence and online chat

Users can view when other users are online and initiate a live chat. ■