Boxever Advanced User Certification eLearning

Course Outline

This is a self-paced e-Learning course with an estimated total duration between 6-10 hours. The eLearning covers both Boxever Engage and OneView functionality to create contextual, hyper-personalisation in real-time facilitated by Decision Models and Artificial Intelligence.

This course serves as an alternative to the Boxever Advanced User Certification Training only when logistics prevent classroom training. Although the concepts and theories presented are the same, the amount of exercises assigned is lighter than the classroom training. The Boxever Advanced User Certification is administered as part of this course. This course includes the same 1-hour multiple choice, closed book certification exam that tests terminology and concepts, that is taken during the classroom training.

Audience

Suitable for both business and technical users who will be responsible for creating Customer Experiences through Boxever Engage, or those that want to understand the Boxever platform. Although not a prerequisite, participants in this course might already be familiar with Boxever capabilities, as covered in the 2-day Boxever Overview training.

eLearning Content

Module	Description
Boxever Overview	An overview of Boxever features and capabilities.
Boxever OneView	Provides a walk-through of the Single Customer View, proving how the Boxever platform pulls disparate data into a unified customer view, vital to building audiences. Includes how to build Audiences using Boxever Segments.
Decision Modelling	Introduction to Decision Modelling, including all the elements of Decision Models, optional and required. Introduction to the role and purpose of Inputs, Outputs, Decisions, Artificial Intelligence, Knowledge Sources, and Data Systems.
Decision Model Variants	Details the benefits of Decision Model Variants in the testing and optimisation of Decision Models. Explores the testing and troubleshooting of Decision Models and their entities.
Decision Model Lifecycle	Steps the learner through the various stages of the Decision Model Lifecycle while emphasising the rules of each stage and allowable stage-paths.
Decision Tables	A workshop on building Decision Tables, complete with business scenarios where the learner is challenged to create a Decision Table using the most appropriate Hit policy.
Programmable Decisions	Demonstrates how to incorporate custom code in your Decision Models through Programmable Decisions. Includes how to use Programmable Snippets that easily plug into Decision Models to incorporate Artificial Intelligence into your decisioning.

eLearning Content

Module	Description
Offers and Knowledge Sources	Explains how to leverage Guest Profile data and Artificial Intelligence to return the best Offers at the right time on every channel. Includes how to add Knowledge Sources to Decision Models to serve up the perfect Offer.
Data Systems	Learners directly connect to data systems through Web Services, which results in pricing, inventory, and weather systems being leveraged in Decision Models.
Artificial Intelligence Models	Learners are taken through the steps of connecting to Artificial Intelligence Models so that the latest Machine Learning technologies can easily be hooked into Decision Models. AI Models can be hosted on DataRobot™, Google Cloud ML Engine™, TensorFlow™, etc.
Decision Model Workshop	Provides instruction on creating Decision Models to generate hyper-personalisation across any and all channels.
Flow Builder	Details how to set Decision Models live by creating Flows.
Decision Analytics	Introduces the dashboards that make up Decision Analytics, which include Engagement and Revenue Dashboards. Guides the learner on how to gauge success and make data-driven decisions using KPIs.
Conclusion	A recap of Boxever capabilities and the art of the possible.
Certification Exam	A 1-hour multiple choice, closed book exam that tests terminology and concepts included in the course. Administered via Articulate Online, the exam consists of 30 multiple choice questions, randomly selected from a question bank of 60 questions. Each question contains 4 plausible answers, with 1 definitive answer.