Boxever Advanced User Certified Training

Course Outline

A 2-day workshop on using Boxever Engage and OneView to create contextual, hyper-personalisation in real-time facilitated by Decision Models and Artificial Intelligence. This training includes a 1-hour multiple choice, closed book exam that tests terminology and concepts included in the course.

Audience

Suitable for both business and technical users who will be responsible for creating Customer Experiences through Boxever Engage, or those that want a more detailed understanding of 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.

Course Content: Day 1

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	**Build Programmable Decisions using pre-formed Programmables which easily plug into Decision Models to incorporate Artificial Intelligence into your decisioning.**

Course Content: Day 2

Module	Description
Recap	A recap of concepts covered on Day 1.
Offer Management	A workshop on how to leverage Guest Profile data and Artificial Intelligence to return the best Offers at the right time on every channel. Includes hands-on exercises.
Knowledge Sources	Building on the previous Offer Management module, 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	Incorporating all the previous workshops and exercises, this module provides a workshop on creating Decision Models to generate hyper-personalisation across any and all channels.
Flow Builder	This module provides participants with robust hands-on exercises detailing how to set Decision Models live by creating Flows.
Decision Analytics	A detailed drill-down of Decision Analytics, including 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, followed by a Q&A.
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.