



# Boxever Overview Training

## Course Outline

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A 2-day practical introduction to realising the benefits and capabilities of the Boxever platform. This training focuses on Boxever concepts and theories, while emphasising the gamut of customer experiences that Boxever can facilitate.

## Audience

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Suitable for both business and technical users who are new to the Boxever platform and seek an overview of Boxever capabilities.

## Course Content: Day 1

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Module	Description
Boxever Introduction	An overview of Boxever, including an introduction to the features and capabilities of Engage, OneView, and Explore.
APIs and Data Capture	Covers high-level API functionality as a means to illustrate how Boxever captures data for use in real-time and offline decisioning.
OneView Audiences	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	Offers a conceptual overview of Decision Modelling and describes how Engage is built on DMN, before walking attendees through a Decision Model.
Inputs	Explains how to leverage data, regardless of where it lives, in a Decision Model.
Decision Model Variants	Details the benefits of Decision Model Variants in the testing and optimisation of Decision Models. Demonstrates practical testing and troubleshooting of Decision Model Variants before being placed in a silent test.
Decisions	Demonstrates how to incorporate business rules in a tabular format, through Decision Tables. Explores how to 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	Details how Engage leverages Guest Profile data and Artificial Intelligence to return the best Offers at the right time on every channel. Shows how to set up Offer Templates, Offers, and Knowledge Sources.
Data Systems	Showcases how to create Offer Decision Tables, Programmable Decision Engines, and Decisions powered by Analytical Models. See how to use our Decisioning Canvas to generate hyper-personalisation across any and all channels.
Artificial Intelligence Models	Showcases the multitude of channel-agnostic Customer Experiences that are possible through Boxever Engage.
Flow Orchestration	Following an examination of possible Customer Experiences, this module provides participants with theory and demonstrates how to create Customer Experiences through Engage.
Going Live	After covering the testing and lifecycle of a Decision Model Variant, this module provides an overview of 'going live'.
Boxever Analytics	Steps through a series of Engagement and Revenue Dashboards that are vital for gauging success.
Demo	A recap of Boxever capabilities and additional demos, followed by a Q&A.