



Boxever Advanced User Certified Training

Course Outline

A 3-day workshop building Experiences and running A/B Tests to optimise real-time personalisation across the web and your full technology stack. 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 Experiences and Decision Models, running A/B Tests, 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 CDP	Provides a walk-through of the Boxever Customer Data Platform (CDP), proving how the Boxever platform pulls disparate data into a unified customer view, vital to building audiences.
Boxever Segments	Learn how to build Audiences leveraging the power of the Boxever CDP.
A/B Testing Web Experiences	Learn the fundamentals of A/B Testing including why test, what to test, importance of a primary goal, and running tests.
Build Web Experiences	Invoke Personalisation over the Web by creating a Web Experience using easy, out-of-the-box templates. Also includes how to preview the Web Experience on your organisation's website, before setting it live.
Analytics	Review operational metrics and review analytics to make data-driven decisions, including what to do when a winner's declared or a test is inconclusive.
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.

Course Content: Day 2

Module	Description
Recap	A recap of concepts covered on Day 1.
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.
Offer Management	A workshop on how to leverage Guest Profile data and Decision Models 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	Learn how to 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.

Course Content: Day 3

Module	Description
Recap	A recap of concepts covered on Day 2.
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.
Full Stack Experiences	An introduction to Full Stack Experiences, and the optional entities that can be invoked, including Audience Filters and Decision Models.
Triggered Experiences	Create Triggered Experiences, including how to send personalised emails to an Email Service Provider (ESP) for distribution, You can trigger the Experience when there's a change to data or when an Event is raised. You can also define the specific conditions which must be met in order to trigger the Experience.
Interactive Experiences	A basic introduction to Interactive Experiences which enable Product Teams to create and run tests across their full technology stack. Learn about leveraging the power of APIs to serve dynamic data for maximum server-side personalisation.
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.