

Boxever Decisioning

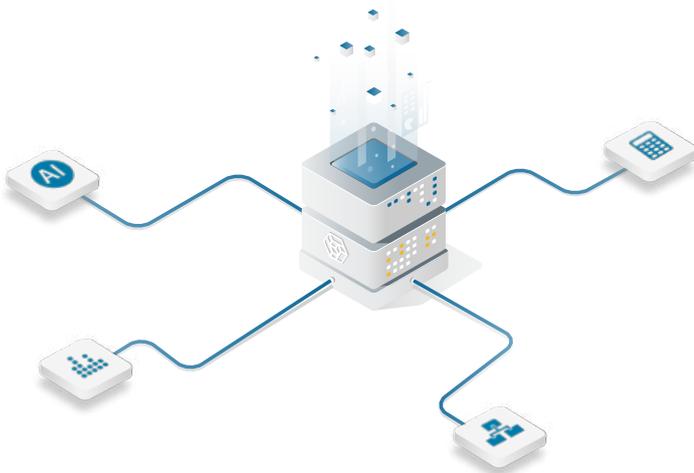
NEXT GENERATION
DECISIONING

What is Boxever Decisioning?

Boxever Decisioning is a breakthrough Decision Engine that unleashes next-generation digital decisions. It uses live customer and business insights to make informed decisions about what should happen next in every single customer journey – at any time, on any channel.

Digital Decisions

Business Rules
Artificial Intelligence
Recommenders



What are the benefits of Boxever Decisioning?

- Easily define business logic with a drag and drop decision canvas
- Separate decisioning requirements from logic and execution so business and technical users can effectively collaborate
- Simplify your rules with intuitive decision tables
- Unlock any use case with powerful programmable decisions
- Activate your A.I. by calling out to data science models in real-time
- Balance customer and business outcomes to optimise your digital decisions
- Work across teams with shareable workspaces and collaboration features



'Boxever is our centralised brain for personalisation, decisioning and orchestration for our customer touchpoints, from marketing, digital and within our call centre.'

Cathryn Arnold, Head of Digital at Jetstar Group



Why do I need Boxever Decisioning?

You want to deliver next best offers/actions/experiences into your marketing, sales and service channels consistently and you want to balance consumer and business outcomes to maximise revenue, engagement and customer satisfaction.

Some of the signs you need Decisioning

- You want to surface next best offers/actions/experiences consistently on outbound (email, mobile messages, etc.) as well as inbound (web, mobile app, contact centre, etc.) channels.
- You have data science models that you want to activate at every point of customer interaction.
- You want to make product/content/offer recommendations matched to your customers current context and historical behaviours.
- You want to balance revenue generating experiences with helping customers to enjoy your products and services.

What can I do with Boxever Decisioning?

Generate or sync 1:1 Next Best Actions to websites, apps and call centres

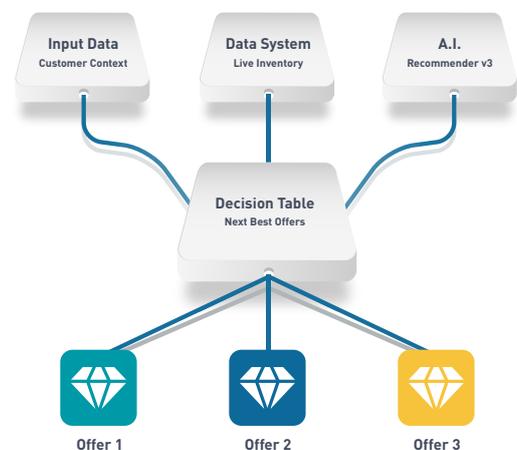
Centralise logic which has been developed in channel silos

Optimise existing customer experiences using Machine Learning

Deploy Recommenders powered by A.I. & Machine Learning

Connect with business data systems (product catalogue, inventory, pricing, risk, credit score, etc.) to help make better digital decisions

Test business logic and iterate models in an agile framework



How does it work?

Boxever Decisioning enables teams to describe, plan, document, and implement decision management strategies using a best of breed visual experience. Our approach ensures effective collaboration and agility through an elegant separation of requirements, logic and execution.



Key Features

Drag and drop decision models

Made for all users to be able to start with A.I., non-technical users can easily assemble decisioning features on a drag and drop canvas.

Decision Tables

The ability to construct and deploy simple or complex rule-based decisions using a table structure.

Offer Management

Create dynamic Offers (any message to a customer). Offers can link to a CMS or other DAM systems to ensure the customer gets the best content on every channel.

Programmable decisions

While Decision Tables allow users of all abilities to get started with A.I., power-users with technical skillsets can unlock more flexibility and decisioning power by coding decisions using JavaScript and other programming languages.

Recommenders

Use ours or configure your own. Boxever enables powerful product, offer and content recommendations. From rules-based to collaborative filtering and machine learning.

Artificial Intelligence

Connect to models hosted and executed in 3rd party systems. This ensures that all your AI workstreams can work together through Boxever. The question of where to host or execute your models is no longer an issue.

Data Connections

Connect to any web service to pull in data to support digital decisions. Typical examples include dynamic product catalogues, live inventory and pricing, or risk and credit models. The data retrieved can be leveraged in decision tables programmables and recommenders.

Decision Model Testing

Boxever allows you to safely test your decision models before you put them live. Unit testing allows you to test the outcomes of models against specific segments and individual profiles, whilst silent testing allows you to simulate how a model will perform against live traffic.

Trusted by leaders across industries



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BOXEVER | make every customer interaction smarter

Minimum Customer Specifications: The following are the system specifications that Boxever Customers need to comply with. VPN to include one of the following: IPSec, OpenVPN, or Cisco VPN
Encoding: UTF8 Compression: Gzip Encryption: PGP SSH public/private key authentication Servers must be able to use https/TLS/SSL & rate limiting access to Service Provider's applications are web based with access by any modern PC with a CPU greater than 1.5GHz and 4GB RAM. The web application is certified on Webkit-based browsers and works on all modern browsers HTML5 compliant browsers. The certified browsers and platforms are: Chrome 20+ on Windows XP+ or Mac OS X.