BOXEVER
make every customer interaction smarter

Boxever Decisioning eLearning

Course Outline

This is a self-paced e-Learning course with an estimated total duration between 3-4 hours. The eLearning introduces concepts of the Decision Model Notation (DMN) standard to learners as they see how business users can create Decision Models to use in Experiences.

With more people working remotely, eLearning is a great alternative when logistics prevent classroom training. Although the concepts and theories presented are the same, in eLearning there aren't any hands-on exercises conducted in a training environment although there are simulated click-throughs of the Boxever app. Almost all studies and surveys indicate that classroom training is a superior learning method.

This eLearning course can be completed on its own, or taken as part of these eLearning courses:

Boxever CDP
Decisioning
Web Experiences
Full Stack Experiences

The Boxever Advanced User Certification exam is administered at the end of the above eLearning courses. This is 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 want to understand the capabilities of using Boxever Decisioning with Experiences for real-time personalisation.

eLearning Content

Topics Covered	Description
Intro to Decisioning	Introduction to Boxever Decisioning and how it works with the Boxever Customer Data Platform (CDP) and Experiences to return the Next Best Offer or Next Best Action throughout the Customer Journey.
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 tutorial on building Decision Tables, where the learner focuses on selecting the most appropriate Hit policy to use for different Decision Tables.
Programmable Decisions	A high-level overview of 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.
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	A high-level overview of 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.