



Boxever Overview Training

Course Outline

A 2-day lecture-style overview covering the benefits and capabilities of the Boxever Customer Data Platform (CDP). This classroom training focuses on Boxever concepts and theories, while emphasising the gamut of Experiences that Boxever can facilitate.

Audience

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

Course Content: Day 1

Module	Description
Boxever Introduction	An overview of Boxever, including an introduction to the features and capabilities of the Boxever CDP, Decisioning, and Experiences.
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.
Audiences	Provides a walk-through of Guest Profiles and the CDP, proving how the Boxever platform pulls disparate data into a unified customer view, vital to targeting audiences. Includes how to build Audiences using Boxever Segments.
Decisioning	Offers a conceptual overview of Decision Modelling and describes how Decisioning 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 Decisioning 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.
Web Experiences	Provides a demo of how to invoke Personalisation over the Web by creating a Web Experience using easy, out-of-the-box templates.
Full Stack Experiences	A high-level intro to Triggered Experiences, including how to send personalised emails to an Email Service Provider (ESP) for distribution. A basic intro to Interactive Experiences which enable Product Teams to create and run tests across their full technology stack.
Going Live	After covering the testing and lifecycle of a Decision Model Variant, this module provides an overview of 'going live'.
A/B Testing & Analytics	Covers the purpose of A/B Testing including why test, what to test, and how to make data-driven decisions through Analytics.
Demo	A recap of Boxever capabilities and additional demos, followed by a Q&A.