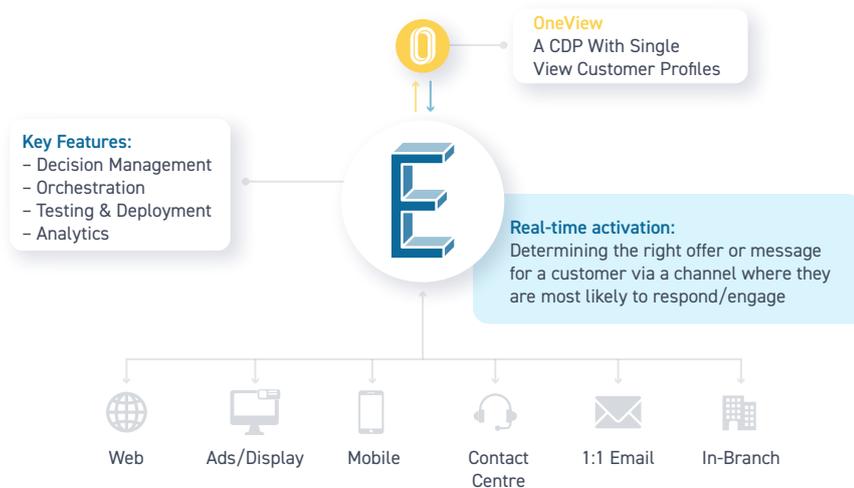# Boxever™ Engage

E Engage

What is Boxever™ Engage?

Boxever Engage is our Personalisation platform, acting as the "brain" within your marketing and business tech ecosystem. It absorbs all customer data to make informed decisions on what should happen next in a customer's journey. It then executes that action through the most appropriate channels.

OneView
A CDP With Single View Customer Profiles

Key Features:
– Decision Management
– Orchestration
– Testing & Deployment
– Analytics

Real-time activation:
Determining the right offer or message for a customer via a channel where they are most likely to respond/engage

Web | Ads/Display | Mobile | Contact Centre | 1:1 Email | In-Branch

What do our customers do with Boxever™ Engage?

— Generate or sync 1:1 Next Best Actions or Offers to their websites, apps and call centres.

— Enable Data Science Teams to deploy trained predictive models to execute in real time for customers.

— Centralise logic which has been developed in channel silos.

— Optimise existing customer experiences using Machine Learning.

— Combine multiple customer emails into one fully dynamic newsletter which is consistent with all their other channels.

— Product Recommendations powered by AI & Machine Learning.

— Orchestrate opt-ins and opt-outs across all customer channels through Boxever.

— Trigger emails to customers directly from Boxever for Retargeting

— Abandoned Search, Abandoned Cart and Failed Payment.

Why do I need Engage?

You have a **Data Science Team** which is generating insights which can not be activated.

You want to **personalise the customer experience,** but lack a means to provide insights to all your channels.

You need to **outgrow your web optimisation tool,** which personalises at a segment level on behavioural data, limiting your need for power and flexibility in your customer experience projects.

You've achieved segment level targeting and the business is **looking to move to 1:1 personalisation.**

QUOTES:

Digital businesses today must chase ever-growing customer expectations, not competitors. To win, serve, and retain customers, they must evolve their personalisation strategy from **segmentation** *to* **individualisation** *"*

Forrester - Evolve Now To Personalisation 2.0: Individualisation

FORRESTER®

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**

Jetstar ★

IDC's forecast for cognitive and AI systems calls for the global market to jump from $7.9 billion last year to $46.3 billion in 2020.

— **IDC Report: A Trillion-Dollar Boost: The Economic Impact of AI on Customer Relationship Management, June 2017**

IDC

Boxever™ Engage

DECISION MANAGEMENT

Decision Models
Made for all users to be able to start with AI, users can build using Decision Tables, Scripting, Predictive Models or by creating Data Bridges.

Decision Tables
The ability to construct and deploy simple or complex rule based decisions using a table structure. Made for all users to be able to start with AI.

Predictive Models
Run predictive models natively in Engage with support for models encoded in PMML. Alternatively, users can build Bridges 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.

Canvas
Our Canvas enables the user to build out logic in an intuitive and structured way. Whether you want to build simple or complex interconnected decision models, the Canvas will ensure your teams get the best possible view of how your business logic has been configured.

Scripts
While Decision Tables allow users of all abilities to get started with AI, power-users with technical skillsets can unlock more flexibility and decisioning power by coding scripts using Javascript, FEEL, Python or Boxever's DSL.

Bridges
If the data or logic you need to run your model doesn't exist in Boxever, that shouldn't stop you adding value to your customer, so you can create a bridge to another system to get the information you need.

ORCHESTRATION

Flows
Connect the insight that is generated into any customer channel. Operating at less than 150 milliseconds, Flows can connect to any interactive channel or outbound communication with ease using partner integrations, simple web requests or webhooks.

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.

Integrated
Engage is built to hook into a complex marketing stack. It can integrate into any inbound or outbound customer channel. Most major integrations come out of the box (Web, Mobile, Salesforce, Oracle or Adobe Marketing Clouds, Emarsys, Cheetah Digital, IBM Campaign and more) along with the ability to configure new integrations using Webhooks if required. There are three types of integrations - Interactive, Triggered or Data Syncs to ensure all channels can be connected.

TESTING & DEPLOYMENT

Sample Testing
Choose a Profile from OneView to test whether your Decision Model Variant is providing the Offers you expect. Users can edit this profile during the test without affecting the Profile, ensuring a secure, complete form of testing.

A/B/N Testing
Test up to 4 variants of a Decision Model in production, with an additional 3 variants in draft. Users can use A/B/N Testing to direct 1% of their traffic to their new Variant, increasing this as they gain confidence, providing a safe, scalable means to deploy to production. This can remove the need for an entire UAT environment, saving up to 75% of the time to deploy.

Silent Testing
When you are confident of your logic, Boxever enables the user to place the Decision Model Variant into a runtime environment, track every time it would have fired, but never actually make any offers to Customers. This helps the user to understand likely impacts and prepare for full production release.

Governance
Enterprises require transparency and order in equal measure. Engage comes with governance features like Revision, Deployment Audit and Decision Execution histories. Users have full transparency about what Engage is doing and how it has been configured, safe in the knowledge they can roll back at any time.

ANALYTICS

Performance Dashboards
Each activity taken by Boxever is tracked, attributed and reported. Each Decision Model and Flow comes with comprehensive Performance Analytics. For complex analytics, users can use Engage to retrain or perform deep attribution.

Minimum Customer Specifications: The following are the system specifications that Boxever Customers need to comply with. VPN to include one of the following: IPSsec, 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.