



■ OVERVIEW

This course teaches business users how to design and build decision strategies to determine Next-Best-Action decisions to drive customer interactions. Students learn to translate business requirements into Decision Strategies that can be applied in a multi-channel environment, utilizing adaptive analytics. The lessons and the exercises in this course focus on hands-on practice with realistic use cases.

After completing this course, students become a subject matter expert; and they can become a member of an implementation team.

COURSE BENEFITS

By the end of this course, you will be able to successfully:

- Translate business requirements into Decision Strategies
- Apply the Next Best Action pattern for Decision Strategies
- Utilize Adaptive Analytics
- Use the expression builder for creating more sophisticated rules
- Create a Decision Strategy that can be applied across multiple customer interaction channels

VERSION PRPC v6.3sp1 DSM edition

TARGET AUDIENCE

Business users and business analysts responsible for developing and maintaining customer interaction Decision Strategies

PREREQUISITES

- Students should complete Decisioning Fundamentals prior to beginning this course, to gain a basic understanding of Decisioning concepts, functionality and capabilities

COURSE LENGTH Equivalent to 2 classroom days

TRAINING OPTIONS Self-study

COURSE TOPICS

- Decision Strategies
- Next-Best-Action pattern
- Sub Strategies
- Interaction History
- Eligibility, Compliance, and Exclusion rules
- Multi-channel strategies
- Adaptive Analytics

LEARN. BUILD. SUCCEED.

Pega Academy's courses, designed and developed by PRPC certified experts, provide you with the knowledge needed to master the world's leading BPM software. Our training options offer the flexibility of learning at your own pace, in the format that works for you and your schedule. Whether you choose self-study or instructor-led classroom training our courses provide you with the knowledge and hands-on experience required to successfully design, build, and deploy PRPC solutions. In addition, we help prepare you to become a Pega Certified Professional.

For more information contact us at 617-866-6500 (9 AM to 5 PM EST) or +44(0) 1189211488 from (9H to 17H GST) or via email at education@pega.com.

BECOME A CERTIFIED SENIOR NEXT-BEST-ACTION CONSULTANT (CSNC)

Certification as a Next-Best-Action Consultant provides verification of your proficiency in using Next-Best-Action Marketing and Decision Strategy Manager. Register for the certification exam once you have completed the Decisioning Intermediate and Next-Best-Action Marketing v6.3 courses, and had the chance to get hands-on experience using the N-B-A Marketing solution.