



■ OVERVIEW

The Next-Best-Action Advisor course provides a detailed and comprehensive explanation of the concepts and functions of the solution and of the screens and screen items that are available to the Customer Service Agent (NBA User) during a customer interaction.

The course shows how the related underlying decision strategies and tables are configured within the Next-Best-Action Advisor development environment and how they can be edited and added to, to meet the changing needs of the business.

COURSE BENEFITS

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

- Configure the Decision Strategies that drive the Next-Best-Action Advisor application.

VERSION N-B-A Advisor 6.2

TARGET AUDIENCE

Next-Best-Action Adviser Developers and Inbound Strategy Developers or anyone interested in understanding how items within the N-B-A Advisor screen along with the underlying N-B-A strategies can be added to or modified and tailored to meet the needs of the Business (including the needs of the Customer Service Agents).

PREREQUISITES

Completion of the Decisioning Fundamentals course

COURSE LENGTH 4 days

TRAINING OPTIONS Self-study

COURSE TOPICS

- Overview of the Next-Best-Action Advisor user interface and its capabilities
- Using Customer Intent to Drive the Next Best Action
- Creating a Personalized Customer Interaction
- Assessing the Next Best Offer for a Customer
- Organizing and Presenting Negotiation Offers
- Ensuring Offer Compatibility
- Driving Next Best Action Strategies through Control Parameters

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 NEXT-BEST-ACTION CONSULTANT (CNC)

Certification as a Next-Best-Action Consultant provides verification of your proficiency in using Next-Best-Action Advisor and Decision Strategy Manager. Register for the certification exam once you have completed the Decisioning Fundamentals and Next-Best-Action Advisor courses.