

# Next Best Action - Customer Experience Management Philosophy

DATASHEET



NEXT BEST ACTIONS OFFERS THE BELOW FEATURES



- Churn Propensity
- Geography or Location
- Device
- Customer spend

- Associate workflows
- Payment reminders
- Customer offers

- Lifecycle Analytics
- Loyalty Management
- Response Analytics

- Issue & Churn anticipation
- Preference Prediction (Customer/ Business)

- Contextual NBA
- Contact Center with 360
- Pro active NBA at Channels