



## VeriPark Next Best Action



Engage your customers with a personal touch for a more profitable response.

Increasing competition and fleeting customer loyalty require Insurance and Financial institutions to take a more personalized approach to customer service based on the unique need of an individual. Response to generic marketing activities continues to decline, so it's imperative to have meaningful, positive interactions when the customer is available, across every inbound and outbound channel. Insurers must deliver intelligent, coordinated campaigns which engage the customer, simplify operations and drive unprecedented returns.

VeriPark Next Best Action creates a first-class, customer-centric experience.

This software-as-a-service solution considers all the possible actions during a customer engagement, and recommends the Next Best Action to increase the likelihood of a positive response. Built on secure and reliable Microsoft cloud technology, Next Best Action maximizes cross-sell and upsell opportunities with iterative and interactive forms of dialog that customers experience as natural and relevant.

## Integrate your channels and existing systems.

Next Best Action provides a REST based API, which exposes the following functionalities for integration with your channels and existing systems:

- Get Next Best Action to retrieve the next best action to present to the customer
- Get Product Propensities to retrieve the product offers with their propensity and benefit metrics
- Capture Response in order to capture customer responses to product offers and actions

## Ready to use widgets for Dynamics CRM Online

Next Best Action has out-of-the-box ready to use widgets that can be deployed to Dynamics CRM Online:

- Next Best Action Widget presents the next best action in contact card and 360° Single View of Customers
- Product Propensities Widget shows the product propensities and benefits in contact card and 360° Single View of Customers

## Why is this Important

Next Best Action captures the customer responses and through the power of machine learning refining the process enabling an improved experience for the next customer.



VeriPark's Next Best Action delivers a first class customer-centric experience.

Available as ready-to-use widgets for Microsoft Dynamics 365, Next Best Action collects customer data from across both inbound and outbound channels, including mobile, web, branch, contact center, and email. Using big data and advanced analytics capabilities Next Best Action aggregates and analyzes all these data streams in to determine the optimal next action to take with a given customer.

## Prepare and present offers relevant to customer needs

Next Best Action leverages Cortana Intelligence Suite and Azure Machine Learning models to turn insights into proactive, appropriate and personalized recommendations during any customer interaction.

These could be a sales offers based on Propensity and Benefits calculations. Sometimes it means not selling but having the right dialogue, the next best action may be a retention-orientated activity, a reward, a service action or simply a thank you message.

## Improve response to offers by naturally engaging with your customers at the right time.

By providing well-timed, targeted, and relevant experiences through the right channels Next Best Action maximises the likelihood of a positive customer response.

Furthermore by enabling consistent and engaging experiences across all points of contact helps Insurance Companies not only drives sales, but also increase brand reputation and customer loyalty.