Next Best Action Architecture Workshop

One of the major benefits of Digital change is the ability to immediately or even proactive react to events occurring in the Telco environment – change can be as small as individual customer behavior, or as large as the network situation.

Next Best Action Architecture workshop is about designing a solution for handling such immediacy and recommendations in a consistent and cost-efficient way.

Who Should Attend?

This workshop is for both business owners with cases implemented using Next Best Action Architecture and IT Architects and managers responsible for the solution implementation.

Workshop Content

This one day workshop comprises:

1. Need for Next Best Action Architecture – business benefits and cases.
2. Next Best Action Architecture.
   ◦ Objectives.
   ◦ Components.
   ◦ TM Forum mapping.
3. Executing use cases using Architecture.
4. Architecture components discussion.
5. Mapping Next Best Architecture to the current company Architecture – group exercise and group presentation.
6. Major changes needed – identification and prioritisation.
7. Next steps.

Objectives

To bring together understanding of solution design to handle Next Best Action, use cases that are commonly executed using such Architecture, map it to the current company Architecture, and prioritise potential changes.

Prerequisites

None.

Structure

One-day workshop. Presentations with discussion, followed by facilitated discussion, group

exercise.

Methodology

Next Best Action Framework proposed by TeleScope is used as the basis for discussion.