Punching Above Your Weight
Automating Decisions for Better Customer Relationships

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Background

- Enterprise Software
- Almost 10 years at Staffware / TIBCO
- XPDL 1.x, 2.x
- BPMN 1.x, 2.x
- DMN 1.x

@tstephen10
Traditional CRMs
Picking the locks

How can I....

- respond faster?
- decide when to call a new lead / existing client
- serve more clients?
- ensure policy is followed?
One consistent, published domain model serving

- Web site
- Messaging
- Sales dashboard
- Reporting
- Transform at edge for integration
Simple but extensible customer domain model
User and application interface

One set of APIs serving
- Web
- Mobile
- Partners
- Third party services
User and automated workflow

- Seamlessly drive work through your organisation and partners
- Incremental automation for increasing efficiencies
Consistent decision making

- Ah, finally! This is Decision Camp after all!
Scenario 1: Initial lead handling

What could be simpler?

- Record a lead
- Decide how to respond...
  - Immediately ;
  - And then more comprehensively
Initial lead handling
Initial lead handling - simplicity out of the box

memoName = ‘ThanksForYourEnquiry’
Initial lead handling - powerful customisation
Let’s take a closer look at that decision model...

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<th>P</th>
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</table>
Also available to support users

=> Decision consistency

DMN
Scenario 2: Composing a contract

A property company:

- Different legal jurisdictions
- Short term or long term
- Tenured or contracted out
- A host of fees applicable in different circumstances and properties
Closing a deal
Composing a contract
Pay back
Pay back

73%
Conclusions

*Composable*: By abstracting away difference it is possible for new or evolving scenarios to be supported

*Consistent and repeatable*: the same decision is always made in the same way no matter the user or software environment

*Clear and auditable*