

Customer Campaign Execution (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



Handle the deployment, execution and on-going refinement of a customer campaign. This includes many types of proactive customer campaigns such as up-sell, cross-sell and customer retention. The campaign execution process performs the initial selection and confirmation of candidate customers and includes providing critical feedback on the impact of the campaign to the design unit to support re-calibration and refinement of the specification based on practical experience

2. Example of Use



A bank implements a targeted cross-sell campaign in the customer servicing center to generate additional sales

3. Executive Summary



Execute a customer campaign (version) and track and respond to impact

4. Key Features

^




- Candidate customer selection/identification
- Customer interaction and response capture
- Campaign performance analysis and feedback

Documentation

^

Properties

^

Property	Value
Service Domain	
API BIAN Portal	Customer Campaign Execution API (https://app.swaggerhub.com/apis/BIAN-3/CustomercampaignExecution/12.0.0)
Core Business Object	
Individual Analytics	customer CampaignProcedureAccumulators customer CampaignProcedureActivityAnalysis customer CampaignProcedurePerformanceAnalysis customer CampaignProcedureTrends&Events
Portfolio Analytics	customer CampaignProcedurePortfolioActivityAnalysis customer CampaignProcedurePortfolioMake-UpAnalysis customer CampaignProcedurePortfolioPerformanceAnalysis
Scenarios	<div><div></div> Process Internal Upsell Campaign (views/view_55064.html)</div> <div><div></div> Execute Interactive Retention Campaign (views/view_55098.html)</div> <div><div></div> Execute Internal Campaign (views/view_55350.html)</div>
Service Role	Execute a customer campaign (version) and track and respond to impact
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

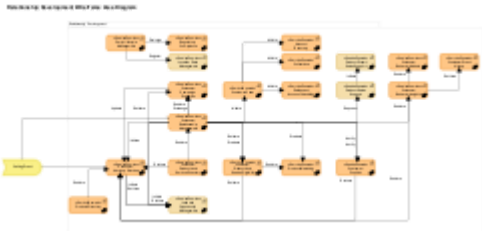


(views/view_50878.html)



BIAN Coreless 2.0 Wireframe

(views/view_51270.html)



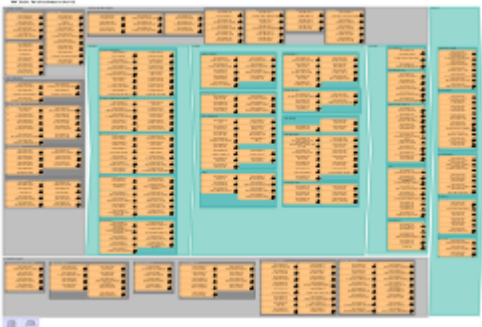
Relationship Development

(views/view_51381.html)



Customer Campaign Execution SD Over...

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations



aggregated by



- Sales (object_25.html?object=130075)
- Wave 3 (object_25.html?object=153743)
- Sales (object_25.html?object=172051)

gets input
from



- Business Unit Management (object_21.html?object=30964)
- Lead and Opportunity Management (object_22.html?object=45446)
- Customer Campaign Management (object_22.html?object=46174)
- Session Dialogue (object_23.html?object=48273)

is equal to



























- Customer Campaign Execution (object_37.html?object=40237)

is part of









- Sales (object_25.html?object=130075)


realized by

-  Customer Campaign Procedure_ Analytics Object (object_25.html?object=111395)
-  Customer Campaign Procedure_Invocation (object_18.html?object=218010)
-  Customer Campaign Execution_SD_Operations (object_18.html?object=218022)
-  Customer Campaign Procedure_Instantiation (object_18.html?object=218028)
-  Customer Campaign Procedure_Reporting (object_18.html?object=218030)
-  Customer Campaign Execution_SD_Service Group (object_18.html?object=239762)
-  Re BQ Retrieve details about a campaign candidate list (object_12.html?object=29310)
-  Up CR Update details of an active customer campaign (object_12.html?object=29620)
-  In BQ Initiate campaign execution analysis (object_12.html?object=29635)
-  Customer Campaign (object_23.html?object=31284)
-  Re BQ Request manual intervention in campaign analysis (object_13.html?object=31325)
-  In CR Initiate customer campaign processing (object_13.html?object=32132)
-  Up BQ Update details of a campaign execution task (object_13.html?object=32759)
-  Re BQ Retrieve details about a campaign execution task (object_13.html?object=32832)
-  Ec BQ Accept, reject, etc a candidate list entry (object_12.html?object=33564)
-  Re CR Retrieve details about an active customer campaign (object_13.html?object=34064)
-  Up BQ Update details of campaign execution activity/performance analysis (object_14.html?object=34547)
-  In BQ Initiate a campaign execution task (object_14.html?object=37078)
-  Up BQ Update a campaign candidate list (object_15.html?object=38493)
-  Ec CR Accept, reject, etc. a customer campaign procedure (object_15.html?object=38674)
-  Ex CR Execute an automated action against an active customer campaign (object_15.html?object=40066)
-  Rq CR Request manual intervention in a campaign (object_15.html?object=41527)
-  Co CR Control the execution of a customer campaign (object_16.html?object=46006)
-  Customer Campaign Procedure (object_24.html?object=46124)
-  Re BQ Retrieve details about customer campaign analysis activity (object_16.html?object=46584)
-  Rq BQ Request manual intervention in a campaign execution task (object_16.html?object=46744)
-  Process (object_28.html?object=58066)

sends output
to

-  Customer Relationship Management (object_21.html?object=30437)
-  Customer Product And Service Eligibility (object_21.html?object=36792)
-  Legal Entity Directory (object_21.html?object=37530)
-  Customer Offer (object_22.html?object=39968)
-  Lead and Opportunity Management (object_22.html?object=45446)
-  Customer Campaign Design (object_22.html?object=47269)

serves

-  Campaign Management (object_6.html?object=130345)
-

triggered by



Customer Relationship Management (object_21.html?object=30437)
Customer Campaign Execution (object_22.html?object=40236)
Customer Campaign Management (object_22.html?object=46174)
Session Dialogue (object_23.html?object=48273)

triggers



Customer Relationship Management (object_21.html?object=30437)
Party Routing Profile (object_21.html?object=31558)
Customer Campaign Execution (object_22.html?object=40236)
Consumer Advisory Services (object_22.html?object=44522)
Lead and Opportunity Management (object_22.html?object=45446)
Customer Campaign Design (object_22.html?object=47269)
