Customer Campaign Design (Capability)

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1. Role Definition



This Service Domain designs and refines customer campaigns (or integrates designs from external campaign specialists). Customer campaigns target the existing customer base and can be proactive (involving customer targeting, contact and solicitation) or self-service and include activities such as cross-sell, up-sell and retention. Version numbering is used to track the impact of changes made to campaigns over their usage.

2. Example of Use



A retention campaign is updated to provide amended/improved pricing terms that can be offered to targeted customers to help retain their business after a poor response rate has been detected for the campaign

3. Executive Summary



Design and refine customer campaign specifications based on their impact

4. Key Features



Define the target profile/impact of a campaign

Specify a customer campaign

Track the impact of a campaign

Refine/reconfigure a campaign

Documentation



Properties

Status



Property	Value
Service Doma	ain
API BIAN Portal	Customer Campaign Design API (https://app.swaggerhub.com/apis/BIAN-3/CustomerCampaignDesign/12.0.0)
Core Business Object	Customer Campaign (object_25.html?object=31474)
Individual Analytics	customerCampaignSpecificationAccumulators customerCampaignSpecificationActivityAnalysis customerCampaignSpecificationPerformanceAnalysis customerCampaignSpecificationTrends&Events
Portfolio Analytics	customerCampaignSpecificationPortfolioActivityAnalysis customerCampaignSpecificationPortfolioMake-UpAnalysis customerCampaignSpecificationPortfolioPerformanceAnalysis
Scenarios	Process Internal Upsell Campaign (views/view_55064.html) Execute Internal Campaign (views/view_55350.html) Perform Internal Campaign Development (views/view_55520.html) Analyse Internal Campaign Portfolio Performance (views/view_54672.html) Review Use of Products and Services Via eBranch (views/view_54778.html)
Service Role	Design and refine customer campaign specifications based on their impact
BIAN Life Cyc	sle
Registration	Registered

Stereotypes

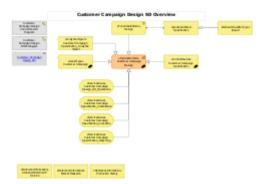
stereotype

ServiceDomain

Appears on



(views/view_51309.html)



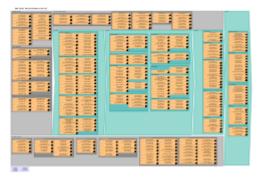
Customer Campaign Design SD Overview

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

Relations



aggregated by

Marketing (object_25.html?object=130117)

Wave 3 (object_25.html?object=153743)

Marketing And Development (object_25.html?object=171926)

gets input from

Customer Campaign Execution (object_22.html?object=40236)
Customer Campaign Management (object_22.html?object=46174)

is equal to	Customer Campaign Design (object_38.html?object=47270)
is part of	Marketing (object_25.html?object=130117)
realized by	Customer Campaign Design_SD_Service Group (object_20.html?object=244864)
	Rq CR Request manual intervention with a customer campaign specification
	(object_12.html?object=29369)
	Customer Campaign Specification (object_24.html?object=30511)
	Customer Campaign (object_23.html?object=31284)
	Re CR Retrieve details about a customer campaign specification (object_13.html?
	object=32046)
	Co Cr Control the use of a customer campaign specification (object_13.html?object=32264)
	Ex CR Execute an automated action for a customer campaign specification
	(object_14.html?object=36451)
	Ca CR Capture impact feedback against a customer campaign specification
	(object_14.html?object=37151)
	Cr CR Create or register an imported customer campaign design (object_15.html?
	object=39316)
	Up Cr Update details of a customer campaign specification or usage record
	(object_15.html?object=40690) Ec CR Accept, reject, etc. a customer campaign specification (object_17.html?
	object=47301)
	Design (object_28.html?object=58118)
	Customer Campaign Design_SD_Operations (object_20.html?object=87690)
	Customer Campaign Specification_Reporting (object_17.html?object=87696)
	Customer Campaign Specification_ Analytics Object (object_25.html?object=87698)
	Customer Campaign Specification_Instantiation (object_17.html?object=87716)
	Customer Campaign Specification_Invocation (object_17.html?object=87718)
	Customer Campaign Specification_invocation (object_17.html?object=677.16)
sends output to	Competitor Analysis (object_20.html?object=33057)
	Market Analysis (object_21.html?object=36136)
	Guideline Compliance (object_22.html?object=41242)
	Customer Campaign Management (object_22.html?object=46174)
serves	Campaign Management (object_6.html?object=130345)
	Campaign Design (object_6.html?object=131538)
triggered by	Business Development (object_20.html?object=32900)
	eBranch Management (object_21.html?object=34844)
	Customer Campaign Execution (object_22.html?object=40236)
	Customer Campaign Execution (object_22.html?object=40236)

triggers

Market Research (object_21.html?object=34938)