Customer Event History (Capability)

1. Role Definition

2. Example of Use

3. Executive Summary

4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition

The service domain captures a wide range of customer events to build a comprehensive history of customer activity that can support subsequent behavioral analysis. This includes key sales/proposal events, relationship management events, product delivery events, detected customer triggers (typically gleaned during servicing dialogues) and possibly externally sourced customer activity. The assembled data is made available for behavioral analysis and for more general reference (as might be used for relationship management for example)

2. Example of Use

A customer contacts the call center to enquire about account transactions and during the dialogue the servicing representative detects a life event (e.g. the customer is moving house). The contact details and life event are captured in the customer history

3. Executive Summary

This service domain captures, classifies and stores relationship, servicing and product fulfillment related customer events. In addition to servicing and product transaction details, the log can capture life/relationship events that are revealed during customer exchanges

4. Key Features

Log customer sales/marketing and relationship development events

Log customer servicing events

Log detected life events (from interactions or external research)

Log product fulfillment events and alerts

Documentation

Properties

Property	Value
Service Domain	
API BIAN Portal	Customer Event History API (https://app.swaggerhub.com/apis/BIAN-3/CustomerEventHistory/12.0.0)
Core Business Object	
Individual Analytics	customerEventLogAccumulators customerEventLogActivityAnalysis customerEventLogPerformanceAnalysis customerEventLogTrends&Events
Portfolio Analytics	customerEventLogPortfolioActivityAnalysis customerEventLogPortfolioMake-UpAnalysis customerEventLogPortfolioPerformanceAnalysis

Scenarios	Execute Interactive Retention Campaign (views/view_55098.html) EXT Handle Customer Relationships Case (views/view_55529.html) Process Internal Customer Upgrade (views/view_55263.html) Assess Customer Behaviour Model Performance (views/view_55371.html) Develop Customer Insights (views/view_55541.html) Conduct Relationship Development Planning (views/view_55535.html) Perform Customer Relationship Development Planning (views/view_55161.html) End Mobile Access Session and Update Event and Servicing and Channel History (views/view_54816.html)
Service Role	Capture, classify and store relationship, servicing and product related customer events. In addition to transactional details, the log can capture life/relationship events
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

(views/view_50878.html)

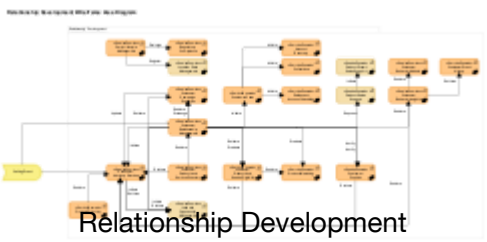
BIAN Coreless 2.0 Wireframe

(views/view_51270.html)

(views/view_51156.html)

Customer Event History SD Overview

(views/view_51447.html)

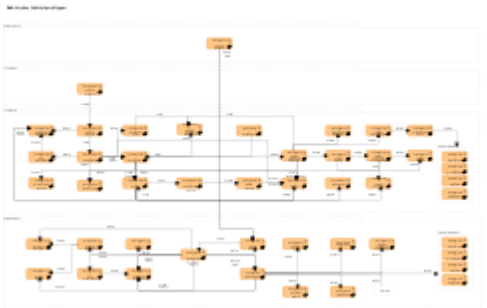


Relationship Development

(views/view_51594.html)

Total view new style for Interaction Mana…

(views/view_51705.html)



BIAN Coreless 3.0 Wireframe

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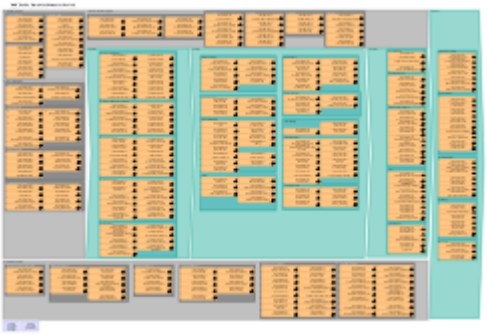


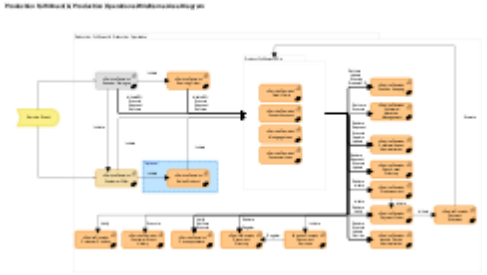
BIAN Service Landscape V12.0 Value Ch…

(views/view_51891.html)

TPP Backend

(views/view_51945.html)

BIAN Service Landscape V12.0 Matrix Vi…

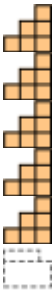


Production Fulfillment & Production Ope…

Relations

aggregated by	Production Fulfillment & Production Operations (object_25.html?object=127509) Wave 1 (object_25.html?object=153747) Relationship Management (object_25.html?object=172032) TPP Backend (object_25.html?object=83605)
gets input from	Customer Relationship Management (object_21.html?object=30437) Corporate Lease (object_21.html?object=32008) Customer Behavior Insights (object_21.html?object=34917) Current Account (object_21.html?object=37122) Credit Facility (object_22.html?object=40622) Party Authentication (object_22.html?object=40912) Brokered Product (object_20.html?object=42491) Corporate Loan (object_20.html?object=42505) Consumer Loan (object_22.html?object=42931) Fiduciary Agreement (object_22.html?object=46792) Session Dialogue (object_23.html?object=48273) Transaction Authorization (object_23.html?object=48811)
is equal to	Customer Event History (object_38.html?object=47634)
is part of	Customer Management (object_25.html?object=130142)

realized by	Customer Event Log_ Analytics Object (object_25.html?object=110958) Customer Event Log_Reporting (object_17.html?object=137058) Customer Event History_SD_Operations (object_19.html?object=137070) Customer Event Log_Instantiation (object_17.html?object=137083) Customer Event Log_Invocation (object_17.html?object=137086) Customer Event History_SD_Service Group (object_19.html?object=241201) Ca BQ Capture sales event details (object_12.html?object=29031) Up BQ Update captured servicing event details (object_12.html?object=29508) In CR Initiate customer event history tracking for a customer (object_12.html?object=29916) Re CR Retrieve details about the customer event log (object_13.html?object=30932) Re BQ Retrieve customer life event details (object_13.html?object=30944) Ca BQ Capture fraud event details (object_13.html?object=31184) Ca BQ Capture relationship management event details (object_12.html?object=33127) Ca BQ Capture servicing event details (object_13.html?object=33951) Up CR Update details about the log (object_14.html?object=34670) Re BQ Retrieve sales event details (object_14.html?object=35500) Ca BQ Capture product processing event details (object_14.html?object=35509) Customer Event Log (object_24.html?object=36901) Customer Event (object_24.html?object=37075) Re BQ Retrieve product processing event details (object_15.html?object=39780) Ca BQ Capture customer life event details (object_15.html?object=39798) Co CR Control event tracking for the customer (e.g. suspend) (object_12.html?object=41872) Up BQ Update captured customer life event details (object_12.html?object=42089) Up BQ Update captured sales event details (object_16.html?object=44472) Up BQ Update captured relationship management event details (object_16.html?object=45016) Up BQ Update captured fraud event details (object_16.html?object=45367) Re BQ Retrieve relationship management event details (object_16.html?object=46092) Up BQ Update captured product processing event details (object_17.html?object=47559) Re BQ Retrieve servicing event details (object_17.html?object=47909) Re BQ Retrieve fraud event details (object_17.html?object=48820) Track (object_28.html?object=58126)
serves	Customer Management (object_6.html?object=126743) Interaction Management (object_6.html?object=130131)

triggered by	 Customer Relationship Management (object_21.html?object=30437) Customer Behavior Insights (object_21.html?object=34917) Customer Behavior Models (object_22.html?object=41791) Customer Case (object_22.html?object=47339) Session Dialogue (object_23.html?object=48273) Product Fulfillment SDs (object_25.html?object=83652)
triggers	Product Fulfillment SDs (object_25.html?object=83652)