We have 2 types of actions

* Always on Actions
* One Time Actions

Always on actions uses engagement policies to determine the **eligibility** and **applicability** of an action.

These always on actions are ready to be triggered based on customer situation and channel.

So in the platform 23 we are introducing One Time Actions.

These are time sensitive and highly targeted messages. So these are not triggered based on customer’s situation. Instead they are targeted for a very specific audience and time and more importantly they are sent once. So once they are sent they get archived and never sent again.

Due to customers demand they still had a need to periodically send out a blast message or announcement to customers.

So one time actions uses 1:1 Operations manager and hence this is a prerequisite for use One time actions but now when user goes to request a new next best action, they are now going to be presented with a set of predefined actions types of tiles, which express various use cases and type of actions that can be built out. So these tiles help focus the marketer on what they are trying to do and achieve, instead of having them decide, is this always on or is it a one time action?

So once selected these cards pre-fill some of the metadata for the action itself and starts a guided process which the user follows to quickly and easily build out their actions. And this process is very similar to the existing always on flow, plan, build, testing and deployment, but tailored specific to these one time actions.

Another point is these one time actions have their own separate delivery schedule, which is not related to Next Best Action Designer outbound schedules.

So it means once we built and deployed a one time Action, it will be sent to the target audience regardless of any contact or channel policies that we might have defined in Next Best Action Designer and associated to our actions. I also expect these one time actions to be deployed through the fast release process, which allows for ad hoc and immediate deployment to the production environment.

So a marketer can pick and choose and follow steps to build out the always on actions or one time actions in this case.

And we can handpick our target audience and also the delivery schedule and when this goes out, it will bypass all our contact policies.

So once these one time actions are deployed to production you can now check both the deployment and schedule run status from within 1:1 Operations Manager.

So this is another new capability that we are introducing.

It is a new landing page to monitor all of your outbound schedules. And this is going to include always on outbound schedules and of course the one time schedules that we have been discussing.

In addition to monitoring the schedule, you can also now monitor the performance of an action, both always on as well as one time, in a new performance landing page within 1:1 Operations Manager.

So you will be able to check how many people have opened the message and then clicked on a specific call to a action.

And this is of course not just one time actions, but always on and also we have performance landing page.

Example- 1 Take a Bank that is closing their retail branch locations. They need to notify customers who have visited this branch of their intent to close it.

Example -2 Another use case could be the bank is increasing their foreign transaction fees on credit card. So by law they are required to communicate this 45 days prior to make this change.

Example- And finally lets say there is a planned maintenance or network outage in a specific area that needs to be communicated to the effected customers.

So these are all good examples for one time actions.

|  |  |
| --- | --- |
| Always On Actions | One Time Actions |
| Promotional Actions Pro Actively send messages on a scheduled basis for the customers identified in a segment | In exceptional circumstances such as planned maintenance activity in certain areas, business want to contact all or a subset of the customers outside of the regularly scheduled updates |
| Transactional Actions  When a customer event is detected that is significant to the business, the communication to the customer is triggered  Ex- a customer abruptly ends an online transaction, CDH can send a notification email with a link to continue the incomplete transaction. | This type of communication typically applies to urgent or time sensitive matters and does not repeat automatically |
| Mandatory Action –  In certain situations, it might be necessary to inform certain customers about changes  Ex- changes in interest rate or network outages.  these actions will be delivered in addition to next best actions. |  |