Next Best Offer

Optimise customer experience through real-time intelligent recommendations

Use our Next Best Offer decision engine to identify at-risk accounts, prioritise support allocation, or improve customer conversion to support marketing teams and customer support staff.

Whether looking to automate product recommendations for your customers or wanting to assist your team in identifying their next priority, our Next Best Offer data model is tailored to your specific requirements.

By processing historical and current data, accurate recommendations on the best course of action are generated and delivered to your team or customers in real-time.

Once up and running Qrious will work with you to operationalise the decision engine within your organisation, combining people and technology to reach optimal outcomes for your business and your customers.

How can you apply this in your organisation?

Advancements in personalised experiences continue to rise, and your customers expect to receive communications and recommendations tailored specifically to their needs. Reduce your reliance on best guesses and assumptions by leveraging our Next Best Offer decision engine to generate real-time actionable intelligence.

Optimise your marketing efforts

Improve your marketing ROI by delivering content and product recommendations that are relevant to your customers based on real-time information. This could include what they have purchased in the past, where they are in the customer journey, and what similar customers have historically shown interest in.

Recommendations can be fed directly into UbiQuity, Adobe or your chosen marketing automation platform, to automatically send relevant offers and increase conversion.

By implementing feedback loops and machine learning, the decision engine continuously refines and improves by identifying the relevance of each recommendation, increasing its accuracy and relevance.

Prioritise customer support and services

No matter how big your organisation, your team only has a limited amount of time to tend to the needs of your customers or clients. They need to quickly identify who will benefit most from pro-active communication, support or services.

Our Next Best Offer decision engine can identify and prioritise your at-risk accounts or individuals who might benefit from additional services or support, resulting in better outcomes for your customers and your organisation.

Recommendations can be triggered to be sent at the most optimum time, and in a format that suits you best, including through email or a staff portal. This ensures your team has the information they need, when they need it, to provide the best customer outcome.

Why Qrious?

We've successfully implemented and helped operationalise Next Best Offer solutions for a range of New Zealand organisations, empowering them to make better decisions based on data, rather than assumptions.

Working closely with your team, Qrious can design, implement and manage the entire system, and deploy the decision engine within your organisation to ensure your team understands how to get the most from the recommendations.
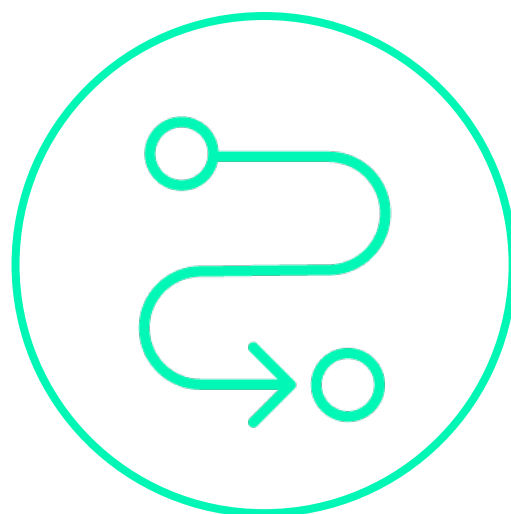
Start generating more relevant recommendations. Contact Qrious today at **info@qrious.co.nz**

Qrious

Intelligent analytics to unleash actionable insights. **qrious.co.nz**