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Conversation Rules Templates Guide

Use Case—Integrate Data and Decision-Making for Developers

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Scenario

A developer who is responsible for ensuring that data and decisions are shared across customer communication channels, needs to perform two or three series of data manipulation in his application in order to move customer information from Context Services, to the Rules System, to the application, and back to Context Services. Digital channels need to have a single approach to handling cross-channel data and central decisions with regard to data handling.

Solution

We can use GRAT to create a decision table checking for various combinations of customer segment, media type, and active services.

Creating the Rule

Integrate Data and Decision Making						
ID	Name	Customer segment is	Media type is	Customer has at least one active service of type	Request skill	
DTR-120		Gold	chat	BlueSky Book Flight	Sales	   
DTR-121		Gold	email	BlueSky Book Flight	Internet	   
DTR-122		Gold	voice	BlueSky Book Flight	Phone	   
DTR-123		Gold	(*)	BlueSky Checkin	Service	   
DTR-124		(*)	(*)	(*)	Support	   

Narrative

This is decision table Integrate Data and Decision Making with 5 rows; DTR-120, to DTR-124. The wildcard values indicate a parameter which is disregarded for evaluation purposes.

- In DTR-120 if the "Customer is Gold and contacts via chat and has an active service type of BlueSky Book Flight" condition evaluates true, then route them to the Sales skill group. If not, evaluate DTR-121.
- In DTR-121, if the "Customer is Gold and contacts via email and has an active service type of BlueSky Book Flight" condition evaluates true, then route them to the Internet skill group. If not, evaluate DTR-122.
- In DTR-122, if the "Customer is Gold and contacts via voice and has an active service type of BlueSky Book Flight" condition evaluates true, then route them to the Phone skill group. If not, evaluate DTR-123.
- In DTR-123, if the "Customer is Gold and contacts via **any channel** and has an active service type of BlueSky CheckIn" condition evaluates true, then route them to the Service skill group. If not,

evaluate DTR-124.

- In DTR-124, if the "Customer is of any type and contacts via any channel and has any active service " condition evaluates true, then route them to the Support skill group.