

Build Thriving Communities & Loyal Fans

Discover proven strategies, engagement programs, rewards, advocacy campaigns, and community-building tactics that turn audiences into passionate fans, increase participation, and drive long-term brand growth.



Engagement Efforts and AI Personalization



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)

The rise of the **customer engagement platforms with AI Personalization** combines different parts of your engagement efforts into one big picture of your clients.

Making it all work together and provide intrinsic and additional value over time as more data is gathered, and the personalizing is tweaked.

Indeed, your marketing, your products, and your customers are all changing, which is why we work with you to build a program robust and in-depth enough to adapt and change as your needs do.

At NextBee, our team and our AI & machine learning systems analyze data, and other factors gathered from your systems. Factors such as full name, search queries, average time spent on searches, past purchase histories, brand affinity levels, time of past activities, average spend amount, etc.

We would have realized and embraced the fact that a **customer engagement program** is about creating relationships. Still, it's impossible to know which activities or rewards build those relationships without robust analytical data.

We work with your team to create stages of [predictive personalized and scalable engagement](#) through various **customer engagement provider engines** such as:

NextBee Recommendation Engine – The engine continuously evaluates and re-evaluates user engagement about user activities and then directs them towards that activity via the next engine.

Personalized Content Suggestion Engine – This engine, based on user groups, recent activities, knows what content should be sent to users and does so through various communication methods such as weekly reminder emails or smartphone push notifications.

Correlation Engine – Based on personalized behaviors, this engine (which can be customized entirely) finds at-risk or drop off users and allows strategies to be created for re-engaging them before they have churned out of the program.

Knowing that the more data a brand can access about its customers. The more it can 'pattern match' similar individuals and identify new micro-audiences, NextBee has created more tools than just the above solutions for personalizing your engagement efforts.

We're always happy to consult with current customers on additional solutions that may fit their audience and goals.

NextBee & Data Science

[NextBee's](#) robust system logs all the analytical data a brand will need. We capture everything from social shares to sales completed to referrals made and a whole lot more for rich data analysis.

Once all the data is accessible, our team of experienced [data science and analytics](#) experts works hand-in-hand to sort data. We do take into account configuring feature sets and create models for experimentation & validation.

NextBee takes an “in-house” approach, meaning we become a real part of the team, consulting and pushing the programs to the next level with the same ownership as if we were part of your company.

Our data science process includes at least three stages:

Robust Customer Engagement Tracking Technology

Our platform thoroughly assists customer’s in their journey using tracking methods. Every engagement activity, no matter where the activity occurs, whether it is offline, online, and even through phones, the solution can track everything.

Here is a list of some of our tracking options:

- Customer Visit Tracking for Particular Points for Post on Twitter
- Games (e.g., Crossword puzzles) Daily Limits on Points
- Order Tracking from Shopping Cart
- Pages of Site Twitter HashTag Tracking
- Quiz Performance Tracking Special Double Points Weekend
- Performance Tracking Promotions Partner Account Tracking
- Facebook Like Tracking Subscription Payment Tracking from
- Offline Sales Tracking Customer Profile Specific Offer
- QR Codes and Smart Phone Bar code Paypal
- Member Club Id Based Tracking CRM sales based tracking
- Tracking Data from Affiliate Network Links Two-Step Conversion Tracking (Free Trial)
- Scanners Bonus Points For Specific Products
- Referral Recipient Reported Data Tracking
- Integration with POS Systems Data Points for Post on Facebook
- Photo Upload Tracking Tracking of Comments and Reviews
- Team or Customer Group Specific Tracking Promotion Channel Specific Offer
- Ad-Hoc Credits for Points Upload Product-specific bonus points

Final Thoughts

NextBee offers its clients superb features in an automated tool to deliver clients the most up-to-date their engagement needs.

We are best in providing the best-in-class customer service and works aptly to ensure your company’s success. [We work with the best customer engagement practices that you need to incorporate for driving greater engagement and garnering a more substantial ROI.](#)

Contact us to take a free demo of the solution.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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