

Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



Machine Learning and Artificial Intelligence



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Artificial Intelligence (or AI) is a general category that includes Machine and Deep Learning. AI is usually defined as intelligence that demonstrates by a machine and offers a solution for any particular glitch.

Machine Learning, including Deep Learning, processes data layers and extracts valuable information that can then be acted upon.

While custom-built, cutting edge AI & Machine Learning system works with clients to develop robust engagement solutions. There are three main areas that our system shines: Pattern Recognition, Predictive Capabilities, and Smart Assistance.

Each of these components works hand-in-hand with each other and other aspects of our system and your dedicated account manager to deliver real-time analytics. Analytics allow for better planning and on-the-fly course corrections to keep every user engaged.

[NextBee's](#) system allows program stakeholders to efficiently collect and develop a deeper understanding of their user base.

When the managers collect enterprise-wide data, they find to build a custom-tailored engagement program with the help of detailed and actionable insights. The program creates a positive change across every user group's segment.

Combining our efforts with cutting-edge [AI & Machine learning technology results in organic growth](#) and "Deliver Top Results for our Customers!"

Below we are going to discuss the three core parts of our Machine Learning and AI system.

Prediction Capabilities

Planning:

The custom-designed [NextBee's AI and machine learning system](#) work with account managers and program managers to analyze the user's level of satisfaction associated with engagement efforts.

It also flags what program variables influence targets and drives engagement overall. It allows for planning and course adjustment in real-time.

Large scale evaluation:

Mixing micro-patterning and regressive analysis, the system operates many simulations to get maximum outcomes for executing more robust and more effective engagement efforts.

Pattern Recognition

Extrapolate Micropatterns:

Enable users' segmentation based on various variables (transaction, locations, etc.) to yield more personalized engagement.

Anomaly Detection:

Detect any behavior; it can be positive or negative, allowing program managers to take actions accordingly.

Any fraud attempts are flagged and blocked for analysis. Other positive behaviors are flagged for rewarding the best engagement to other users.

Smart Assistance

Suggests Users Messages:

The system and the team analyze end-user activities or engagement and then draft program suggestions for further engagement that can be promotional email content that replicates headers or banners.

Seek Recommendations:

The system deduces correlative patterns and makes suggestions for replicating the program's success from other users. It enables the program managers to look for hidden factors and quickly act upon them to engage more.

About NextBee's Smart Business Intelligence Solution

We at NextBee, understand companies have their own goals to accomplish from contract to launch. We close the loop between design, interaction and giving them the ability to customize engagement strategies.

[Engagement helps to optimize results, which equate to more sales, stronger collaborations, better ROI, deeper loyalty, higher satisfaction rates, and more.](#)

Our team helps you find the right engagement solution, organize, develop, and implement a complete data-driven strategy, and we work hand-in-hand with you from start to launch to continued ongoing success.

To know more about our fully automated solution, contact our marketing experts to book your demo.

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.”

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VP of Customer Engagement

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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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