

Advanced Dialogue Management

How Do You Register?

To register, visit aprimo.com to access the registration form. Your spot is reserved once Aprimo receives your registration. All registrations must be received two weeks prior to the scheduled course.

Agenda

Duration: 3 days

Times: 8:30 AM to 5:30 PM

Who Should Attend?

You should attend this course if you are responsible for designing, configuring, or maintaining marketing processes that utilize Aprimo Dialogue Manager components such as interactions, outbound messages or inbound forms. This training is intended for customers or partners who have attended the pre-requisite training and have practical experience.

What You Will Learn?

This course provides experience with the advanced features of the Aprimo financial management products. Case studies are used to reinforce key concepts and illustrate solutions for a variety of business requirements. The course concludes with an optional certification exam to demonstrate competency.

Dialogue Management Topics

- Interactions
 - o Improve performance
 - o Test and troubleshoot
- Outbound Messages
 - o Manage dynamic content
 - o Explore email deliverability
- Inbound Forms
 - o Introduce custom HTML and branding
 - o Build landing pages
- Tracking Activity
 - o Explore contact history
 - o Develop link tracking strategy
- eMarketing
 - o Process email bounces
 - o Capture data with shadow forms

Hands-on Case Studies

- Delivering Dynamic Content
 - o Incorporate Dynamic Tags
 - o Develop criteria-based message paths
 - o Implement data-driven dynamic content
- Managing Registrations and Responses
 - o Manage registration and fulfillment
 - o Utilize Processing Flags for tracking and control
 - o Configure advanced schedules
 - o Test and troubleshoot
- Coordinating Multi-channel Campaign Processing
 - o Consolidate distributed processes
 - o Integrate email, direct mail and call center
 - o Handle undeliverable communications
 - o Accommodate opt-outs
 - o Process eMarketing inputs

Participants will also have an opportunity to develop configuration and administration skills using Aprimo tools.

How Will You Spend Your Days?

Day 1

8:30 a.m. – 11:00 a.m.

11:30 a.m. – 12:00 p.m.

1:00 p.m. – 3:00 p.m.

3:30 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

Dialogue Manager – Expanding the Foundations

Explore Advanced Dialogue Manager Functionality

Introduce Case Study – Developing Dialogue Manager Essentials

Configure Case Study Environment

Analyze and Discuss Case Study

Review and Reinforce Key Concepts

Day 2

8:30 a.m. – 9:30 a.m.

9:30 a.m. – 11:00 a.m.

11:00 a.m. – 12:00 p.m.

1:00 p.m. – 2:00 p.m.

2:00 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

Dialogue Manager – Coordinating Complex Campaigns

Introduce Case Study – Delivering Dynamic Content

Configure Case Study Environment

Analyze and Discuss Case Study

Introduce Case Study – Managing Registrations and Responses

Configure Case Study Environment

Analyze and Discuss Case Study

Day 3

8:30 a.m. – 10:00 a.m.

10:00 a.m. – 12:00 p.m.

1:00 p.m. – 2:00 p.m.

2:00 p.m. – 3:00 p.m.

3:00 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

Dialogue Manager – Harnessing Multichannel Messaging

Introduce Case Study – Coordinating Multichannel Campaign Processing

Configure Case Study Environment

Configure Case Study Environment

Analyze and Discuss Case Study

Review and Reinforce Key Concepts

Optional Certification Exam

Aprimo University reserves the right to cancel any class that does not meet the minimum enrollment size.