

ZAIDYN Orchestration Engine R25 Release Preview

Staging: September 23, 2024

This release significantly enhances operational efficiency through streamlined change management with an improved self-serve UI while requiring minimal customization efforts, which results in accelerated time-to-market.



Objective

A/B testing functionality to experiment with content variations within business **rule-based marketing recommendations**.

Introduce an **Inline Contextual Help Panel** to provides quick access to relevant user help content.

Ability to **dynamically limit the number of suggestions** delivered to the reps based on their usage pattern.

Generate call objective suggestions directly using the Orchestration Center, eliminating the need for custom workflow.



Impact

→ Businesses can achieve a significant increase in **conversion rates, optimizing marketing strategies** globally across diverse markets.

→ Enable quick access to field definitions through a self-serve UI, **significantly reducing search time and boosting user efficiency** within the Orchestration Engine.

→ **Improved suggestion engagement** with more personalization and increased adherence.

→ **Improve suggestion relevance for field users** to support call objectives, **reducing development and maintenance overheads**.

ZAIDYN Orchestration Engine R25 Release Preview

Staging: September 23, 2024



Objective

Deploying Omni Channel **NBA training on Algo Flow.**

Enable one-click migration for Omnichannel ML (NBA) Model Configurations to effortlessly replicate model settings across higher environments.

Configure and trigger **predictive event-based suggestions.**



Impact

Provide **self-serviceability** to train NBA model with a unified and intuitive workflow to **manage and scale models.**

Save time and significantly reduce quality check overhead for Omnichannel ML (NBA) Model Configurations by leveraging the same model across environments.

Improve the **effectiveness and quality of HCP engagement** by sending intelligent and impactful suggestions to field reps based on **insights generated by predictive ML models.**