

WHAT IS CLAIMED IS:

1. A method, comprising:

receiving, by a device, service performance data associated with a customer service;

receiving, by a device and based on receiving the service performance data, simulation data for simulating a customer interaction, between a customer service representative and a set of customer subscribers, involving a customer service,

wherein the simulation data includes:

a set of operational parameters associated with the customer interaction,

subscriber information for a set of customer subscribers associated with the customer service, and

a set of rules associated with providing the customer service;

processing, by the device and using a simulation model, the simulation data to determine a simulation outcome of the customer interaction according to the simulation data;

determining, by the device, that the simulation outcome does not satisfy a next best action threshold; and

determining, by the device and based on determining that the simulation outcome does not satisfy the next best action threshold, an updated set of rules to change a service agreement associated with providing the customer service.

2. The method of claim 1, wherein the method comprises:

prior to receiving the simulation data, monitoring the subscriber information to identify a trend associated with providing the service to the set of subscribers; and

determining that the trend indicates that a quantity of the set of subscribers is decreasing, and

wherein the simulation data is received based on determining that the trend indicates that the quantity of the set of subscribers is decreasing and obtaining the simulation data from a data structure associated with the simulation model.

3. The method of claim 1, wherein the simulation model is trained according to historical data associated with a plurality of previous customer interactions involving the customer service.

4. The method of claim 1, wherein the method comprises:
receiving real-time data for a real-time customer interaction involving the customer service;
generating a next best action output according to the updated set of rules and based on the real-time data; and
providing the next best action output to enable a next best action suggestion for engaging a customer in the customer interaction.

5. The method of claim 1, wherein determining the updated set of rules comprises at least one of:

altering a weighting parameter of a rule of the set of rules to determine the updated updated simulation data,

adding a new rule to the set of rules to determine the updated simulation data, or
removing a rule from the set of rules to determine the updated simulation data.

6. The method of claim 1, wherein the simulation outcome is representative of a probability that the set of subscribers engage in a service agreement for the service according to the set of rules and the next best action threshold corresponds to a threshold probability.

7. The method of claim 1, wherein the set of rules correspond to terms of a service agreement for providing the service.

8. The method of claim 1, wherein the customer interaction is between a subscriber of the set of customer subscribers and a service representative, and the next best action output indicates at least one of:

a communication medium for the service representative to use to engage in corresponding interactions with the subscriber,

timing associated with the corresponding customer interaction with the subscriber, or

terms of a service agreement that the service representative may offer to the subscriber in association with providing the service.

9. A device, comprising:

one or more memories; and

one or more processors communicatively coupled to the one or more memories, configured to:

receive service performance data associated with a service;

receive, based on receiving the service performance data, simulation data for simulating associated with engaging in an interaction, between a customer service representative and a set of users, involving a the service,

wherein the simulation data is associated with a set of users and a set of rules for providing the service to the set of users;

simulate, using a simulation model, the interaction according to the simulation data to determine a probability of a desired outcome of the interaction according to the simulation data,

wherein the simulation model is trained according to historical data associated with a plurality of previous interactions involving the service; determine whether the probability satisfies a next best action threshold; and when the probability satisfies a next best action threshold:

provide a next best action output according to the simulation data to permit performance of a next best action associated with providing the service to the set of users according to the set of rules; or

when the probability does not satisfy the next best action threshold:

determine updated simulation data that causes the probability of the desired outcome to satisfy the next best action threshold,

wherein the updated simulation data includes an adjustment to the set of rules, and

provide a next best action output according to the updated simulation data to permit performance of a next best action associated with providing the service to the set of users according to the adjustment to the set of rules.

10. The device of claim 9, wherein the simulation data is received via a user interface associated with the simulation model to permit a service provider to simulate the interaction.

11. The device of claim 9, wherein the updated simulation data is determined based on:
prompting, via a user device, a service representative to update the set of rules via a user
input; and
receiving, via the user device, the updated simulation data via the user input.

12. The device of claim 9, wherein the updated simulation data is determined based
on:
iteratively processing iterations of adjustments to the simulated data until the updated
simulation data is identified;
requesting, via a user device, approval of the updated simulation data from a service
representative; and
adjusting the simulation data to be the updated simulation data based on receiving a user
input that indicates approval of the updated simulation data.

13. The device of claim 9, wherein the desired outcome corresponds to one or more
of the set of users engaging in a service agreement for the service based on the interaction.

14. The device of claim 9, wherein the set of users are associated with one another
based on having a same user characteristic, and
wherein the set of rules correspond to terms of a service agreement for providing the
service.

15. A non-transitory computer-readable medium storing instructions, the instructions comprising:
- one or more instructions that, when executed by one or more processors, cause the one or more processors to:
- monitor an ongoing interaction between a service representative and a user;
 - receive service performance data associated with a customer service;
 - determine, based on receiving the service performance data, simulation data for simulating the ongoing interaction between the service representative and the user,
- wherein the simulation data includes:
- a set of operational parameters associated with the ongoing interaction,
 - user information associated with the user, and
 - an initial set of rules associated with providing a service to the user;
- process, using a simulation model and during the ongoing interaction, the simulation data to predict a probability of a desired outcome of the ongoing interaction according to the simulation data,
- wherein the simulation model is trained according to historical data associated with a plurality of previous interactions corresponding to the ongoing interaction and a plurality of subscribers of the service;
- determine that the probability does not satisfy a next best action threshold;
 - determine, based on determining that the probability does not satisfy the next best action threshold, an updated set of rules that, when processed using the simulation model, cause the probability to satisfy the next best action threshold;
 - generate a next best action output according to the updated set of rules; and

provide the next best action output to a user device of the service representative to enable the service representative to perform a next best action during the ongoing interaction.

16. The non-transitory computer-readable medium of claim 15, wherein the simulation data is determined based on a user input from the user device of the service representative.

17. The non-transitory computer-readable medium of claim 15, wherein the set of operational parameters are determined using a natural language processing model that analyzes the ongoing interaction, and

wherein the set of operational parameters include at least one of:

a sentiment of the user determined using a sentiment analysis of the natural language processing model, or

a purpose for the ongoing interaction.

18. The non-transitory computer-readable medium of claim 15, wherein the initial set of rules are determined based on:

identifying that the user is a subscriber of the service; and

obtaining subscription information associated with the user, wherein the subscription information includes terms of a service agreement corresponding to initial set of rules, and

wherein the updated set of rules correspond to an adjustment to the terms of the service agreement.

19. The non-transitory computer-readable medium of claim 15, wherein the updated set of rules is determined based on iteratively processing iterations of adjustments to the initial set of rules until the updated set of rules is identified.

20. The non-transitory computer-readable medium of claim 15, wherein the desired outcome corresponds to the user engaging in a service agreement during the ongoing interaction.