TMF680 Recommendation API REST Specification R18.0.0

Recommendation API manages the Recommendation data resources:

- Recommendation is a type of automated (typically, conditional) system action to determine which products offerings to be presented as up-sells, cross-sells, and related products to each customer segment based on customer and session specific information. The design-time offers and product recommendations may come from Marketing and Catalog. The run-time evaluation and presentment will be executed with contextual/session information. Normally, it supports the recommendation of the offer which is proper for the customer, provides Up-sell and cross-sell based on contextual and catalog rules.

Recommendation API is used to recommend offering quickly based on the history and real-time context of customer. It is a real-time and personalized recommendation API. It is usually provided by e-commerce or BSS, CRM system in omni-channel.

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