



MOBILKOM AUSTRIA

AMDOCS CUSTOMER SUCCESS STORY

amdocs

Amdocs billing and CRM integration gives us a 360° customer view for superior service and operational efficiencies.

WALTER GOLDENITS, IT DIRECTOR
MOBILKOM AUSTRIA

mobilkom austria has relied on Amdocs billing and CRM products since 1999. In the summer of 2000, in just three months, Amdocs completed an upgrade to support mobilkom austria in GPRS, and in 2003 Amdocs began to support mobilkom austria in 3G services.

MULTI-DIMENSIONAL BILLING AND RATING — VOICE, DATA, CONTENT, COMMERCE

We need a flexible and state-of-the-art billing system. There is no 3G service that is not supported by Amdocs billing and rating.

Amdocs fully meets the challenge of multi-dimensional rating. Amdocs rating supports the whole line of business, including transaction-based rating, content-based rating, event-based rating and quality of service. Every attribute you can imagine, we can rate on, and none of our competitors is able to follow our rating models at the moment.

Amdocs supports our MMS based on event-based billing, revenue sharing models for SMS billing, and commerce like train ticketing. Amdocs fulfilled all our different and complex requirements.

Our Amdocs system handles multiple business models for value-added voice and data services. Amdocs supports business models including sponsoring and complex revenue-sharing models with stepped price plans in the system. Charging for third parties is easily done by Amdocs, which covers customers, subscribers and partners in one system.

BILLING AND CRM INTEGRATION — 360° CUSTOMER VIEW

The more you know about your customer, the easier it is to keep them happy. That is one of the advantages of billing and CRM together. With the CRM and billing products of Amdocs, we have full control of our customer base. We use one Amdocs system with the same 360° view of the customer to track all contacts with the customer. It improves our position on the market and, by giving us a full view of the customer, it helps us offer our customers new services.

IMPROVED AND EFFICIENT CUSTOMER SERVICE

Our subscriber growth is now in a saturated phase. The new needs for our business are keeping the customer in our network and keeping the customer happy. We must be very fast in implementing new services and offer our customers new things in campaign management or in the customer relationship management system.

All of our customer retention efforts are supported by the Amdocs products. Our loyalty program has been very successful in increasing customer satisfaction and keeping customers in our network.

Amdocs billing and ClarifyCRM products automated a lot of our customer processes, so we can improve customer service, save resources and expand our business.

CONVERGENCE AND INNOVATION IN ALL LINES OF BUSINESS

One of the biggest benefits of the Amdocs system is that we have convergence. Wireless, wireline and IP, and our residential and business segments, are all supported by one system. With one system we can support cross-product discounting and multi-dimensional discounting. The single customer view is an advantage, so we know exactly what the customer needs.

We are the innovation leaders, and our billing and customer service systems need to support everything we launch on the market. Amdocs supported us in all systems on time and in budget.

LONG-TERM PARTNERSHIP

Reliability is one of the key benefits we experience in our partnership with Amdocs. We can call Amdocs around the clock and they will come from all around the world to support us on-site and fix any problem immediately.

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