

## AMDOCS CUSTOMER SUCCESS STORY

EXPANDING RELATIONSHIP WITH AMDOCS HELPS ADSA  
ENTER NEW MARKETS AND ENHANCE THE CUSTOMER  
EXPERIENCE FOR ADSA'S PRINT AND ONLINE ADVERTISERS



“With the help of Amdocs’ evolving portfolio of directory publishing strategies and technologies, ADSA is taking advantage of new opportunities in the digital marketplace and streamlining internal processes to drive higher value for our advertisers and grow our revenues further.”

**SERG IO DOMINGUEZ**

VICE PRESIDENT OF MARKETING, ADSA

amdocs

### CHALLENGES

- > Retain market dominance in print directory publishing while also competing successfully in the rapidly expanding area of electronic media
- > Streamline systems to support efficient expansion beyond Mexico into South America and the U.S. Spanish-speaking market
- > Provide tools to help sales representatives offer a wide array of print and online choices to customers and close sales quickly while also providing accurate, current data to management

### SOLUTION

- > Amdocs A-CRM software
- > Amdocs SFA solution
- > Amdocs strategic implementation capabilities and ongoing support
- > Approximate search engine software

### RESULTS

- > Achieving operational efficiencies for print and online directories
- > Minimizing the potential for errors through automation
- > Delivering unprecedented search quality
- > Making purchases faster and easier for customers
- > Moving closer to achieving true integrated customer management (ICM)
- > Providing a flexible foundation for successful competition

### EXECUTIVE SUMMARY

For over 15 years, ADSA has relied on Amdocs for a customer-centric system of products that has helped ADSA become a leader in Spanish-language yellow- and white- page directories. As ADSA faces new market and competitive challenges, the company remains confident in Amdocs' evolving products and support, updating its online yellow pages with the help of Amdocs' software and services. ADSA increased its licenses for Amdocs' flexible, workflow-based A-CRM system, deployed a cutting-edge online search engine with Amdocs' strategic support, and is implementing Amdocs Sales Force Automation (SFA) software. Amdocs' end-to-end solution for print and online directories is helping ADSA speed and simplify the work of advertising sales reps, automate processes to minimize errors, create a superior experience for consumers, and drive higher value for advertisers in ADSA's print and online media.

With the revolutionary impact of interactive, digital advertising on directory publishing, even established market leaders must make paradigm shifts to survive and succeed. Meanwhile, the competitive environment within electronic publishing is intensifying as new players including Yahoo and Google rapidly take market share. One publishing leader facing these challenges and growing significantly is Anuncios en Directorios (ADSA).

ADSA has published telephone directories across Mexico for over 70 years, continually expanding its reach in the Spanish-speaking market. The company has over 210,000 advertisers and 4,000,000 listings in hundreds of yellow and white page books. Additionally, with its online yellow pages, ADSA has a strong presence in the Web marketplace.

“ADSA’s direction in this new era is to expand the business—print and electronic—not only in Mexico, but also in South America and the U.S. Spanish-speaking market,” said Sergio Dominguez, Vice President of Marketing, ADSA. “As ADSA’s horizons expand to include new media and new regions of the world, we are confident that Amdocs’ evolving portfolio of directory publishing strategies will help us continue to advance as a top directory publisher and offer a unique and intentional experience to our customers,” Dominguez stated.

“For ADSA, a significant competitive strategy is to make a shift not only in what we sell, but also in how we sell. Building on our 15-year relation with Amdocs, we’re tapping their expertise and technology to provide our sales teams with tools that make their work simpler, more efficient, more accurate and also deliver current data to management,” said Dominguez.

## **AMDOCS EXPERIENCE IS KEY AS ADSA UPDATES ITS ONLINE YELLOW PAGES**

When ADSA prepared to update its online yellow pages, the company considered several potential partners and chose Amdocs. As ADSA made this selection, the company analyzed its long-time relationship with Amdocs and reviewed the project management and other services Amdocs provides.

“For more than a decade, Amdocs has been an excellent partner, supplying superior solutions to ADSA. More than that, Amdocs has extensive experience with the major yellow pages providers around the world. The Amdocs team knows the challenges other publishers face, and we see Amdocs’ expertise as a competitive advantage for ADSA,” said Dominguez.

ADSA evaluated a variety of offerings and determined that Amdocs A-CRM was the best fit for their needs. “Obviously, other CRM tools capture information about the client, but not all tools provide the range of capabilities of Amdocs A-CRM. The Amdocs technology focuses on the business details that are very significant to us. With Amdocs A-CRM, ADSA sales people have complete and timely information to help them work rapidly to meet advertisers’ needs,” Dominguez stated.

## **STRATEGIC SUPPORT TO DELIVER UNPRECEDENTED SEARCH QUALITY**

Working closely with ADSA to update its online yellow pages, Amdocs brought in partners to help extend the capabilities of the Amdocs solution and deliver significant business value in the emerging online directory market. An online search engine was a key component of the update, and Amdocs was the prime systems integrator for the implementation of the Approximate search engine.

ADSA contracted with Amdocs to implement the system and also provide maintenance services for six years to support the unprecedented search quality expected from Approximate.

Approximate software is designed to deliver comprehensive, relevant, and rapid results even when the search query is loosely phrased. As a result, consumers are more likely to accept the search recommendations and visit a Web site, and advertisers can benefit from the higher click-through rate and increased visibility into consumer behavior.

“We need flexibility to face the competition, and Amdocs’ leadership in directory publishing solutions, combined with the advanced Approximate software helps us create a superior experience for consumers and drive higher value for advertisers,” said Dominguez.

## **SFA SOLUTION IS FOUNDATION FOR TRUE INTEGRATED CUSTOMER MANAGEMENT (ICM)**

In implementing the Amdocs Sales Force Automation (SFA) solution, a primary goal was to provide the ADSA sales team with the capability to easily bundle products on the commercial side. By combining a sophisticated search engine and the integration of the A-CRM database with new SFA tools, ADSA can provide the visibility to help its sales force leverage product lines and customer requirements to deliver the best solution to their customers.

The Amdocs SFA solution will be implemented in phases across the entire organization after successful testing in the mid-sized city of San Luis Potosi in Mexico.

“In this first phase, the SFA solution has had a great reception from the sales force,” said Dominquez. “The sale reps tell us that it’s making their work easier by providing exactly the information they need very rapidly. This is excellent news, of course, because a basic goal of this implementation is to give the sales reps tools to make their work simpler, more efficient, and provide accurate, on-time information, whether they are selling print or online products.”

“At the management level, Amdocs SFA provides the current, accurate information needed to make effective business decisions,” added Dominquez. “By integrating contracts into the sales software, the Amdocs SFA solution delivers the accurate sales data we need to understand our customers’ needs and keep growing as a company,” he added.

With a manual, paper-based process, some types of errors are difficult to catch. This can have a negative impact on customer perceptions and directory production timetables. For example, if a field is not filled out on a form, a rep would need to go back to the customer to get the missing information. Mistakes like this were common in the past at ADSA, but the design of the Amdocs electronic system virtually eliminates this problem.

The reaction from advertisers to the new Amdocs SFA solution has also been positive, according to Dominquez. “The Amdocs SFA system is making their purchases faster and easier, and customers are accepting the new model very easily. With Amdocs SFA, we’re moving closer to achieving true integrated customer management,” he added.

**ABOUT AMDOCS**

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of \$3 billion in fiscal 2010, Amdocs has approximately 19,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at [www.amdocs.com/corporate.asp](http://www.amdocs.com/corporate.asp)

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