

AMDOCS INTERACTIVE CUSTOMER SUCCESS STORY

HONG KONG CSL



“At CSL, we have a commitment to deliver quality, innovative and relevant mobile data services to all of our 1010 and One2Free customers. The Interactive personalization technology enables us to deliver on this commitment by offering highly relevant and personalized mobile data services to each individual subscriber across our portal brands.”

DR. TONY SEETO
DIRECTOR, PRODUCT & BUSINESS DEVELOPMENT
HONG KONG CSL

AMDOCS INTERACTIVE CUSTOMER SUCCESS STORY

CSL Limited

Headquarters: Hong Kong

Website: www.hkcsl.com

Revenues: HK\$5,675m FY08/09

KEY FACTS

The leading mobile operator in Hong Kong. CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com.au).

Brands include: 1010, one2free and New World Mobility.

CHALLENGES

- > Improve the provision and presentation of CSL Hong Kong's Mobile Portals and Mobile Internet services
- > Enable individual customers to access relevant, personalized information within a minimal number of clicks
- > Make dual language portal services easier to manage and faster to adapt
- > Reduce churn in the highly competitive Hong Kong mobile market

SOLUTION

Amdocs Interactive Personalized Mobile Portal Solution was chosen to realize sophisticated mobile portal management for CSL's multilingual mobile internet portals, advanced device management to adapt to multiple handsets and to offer a unique, personalized experiences to each individual subscriber.

RESULTS

- > Delivered a significant increase in customers' data usage
- > Reduced click-distance to relevant content
- > Increased the quality and ease of access to portal content
- > Minimized time-to-market when launching new handsets
- > Improved efficiencies in the management of the mobile portals
- > Improved the customer experience by raising customer satisfaction and reducing churn

EXECUTIVE SUMMARY

The Amdocs Interactive solution was launched in Hong Kong by CSL in 2006 and has been highly successful in assisting CSL in realizing and growing profits from their mobile content strategy. CSL has implemented full personalization over its mobile portals using the unique Amdocs Interactive Personalized Mobile Portal solution. CSL's 1010 and one2free portals are the first mobile portals in Asia to use implicit profiling and advanced personalization, leading the way for intelligent mobile portals in Asia.

The Amdocs Interactive Personalized Mobile Portal solution has also delivered a feature rich, multi-portal management solution, which enables CSL to simultaneously manage Chinese and English language versions of its mobile portals as well as device rendering to ensure services are optimally presented on each customer's handset.

➤ THE AMDOCS INTERACTIVE SOLUTION

PORTAL MANAGEMENT

Amdocs Interactive Portal Menu Manager

The initial implementation was to help CSL address their need for an improved Portal Management System. Amdocs Interactive Portal Menu Manager was deployed to allow CSL to make instant publishing changes and to easily manage two portals (1010 and one2free), in two languages, all from a single interface.

Today the CSL 1010 and one2free portals are managed by the CSL marketing and product teams. Little technical involvement from Amdocs Interactive is required for day to day management. The Amdocs Interactive Intelligent Portal Manager also ingests many different content feeds from content providers. The ingestion of these services allows third party content presentation and delivery to be maintained by CSL, removing the dependency on the Content Provider.

DEVICE MANAGEMENT AND PORTAL RENDERING

The Amdocs Interactive Mobile Device Manager delivers the presentation of the CSL portals across many different devices and presents the user with the best possible presentation experience for the device the user is using at that point in time.

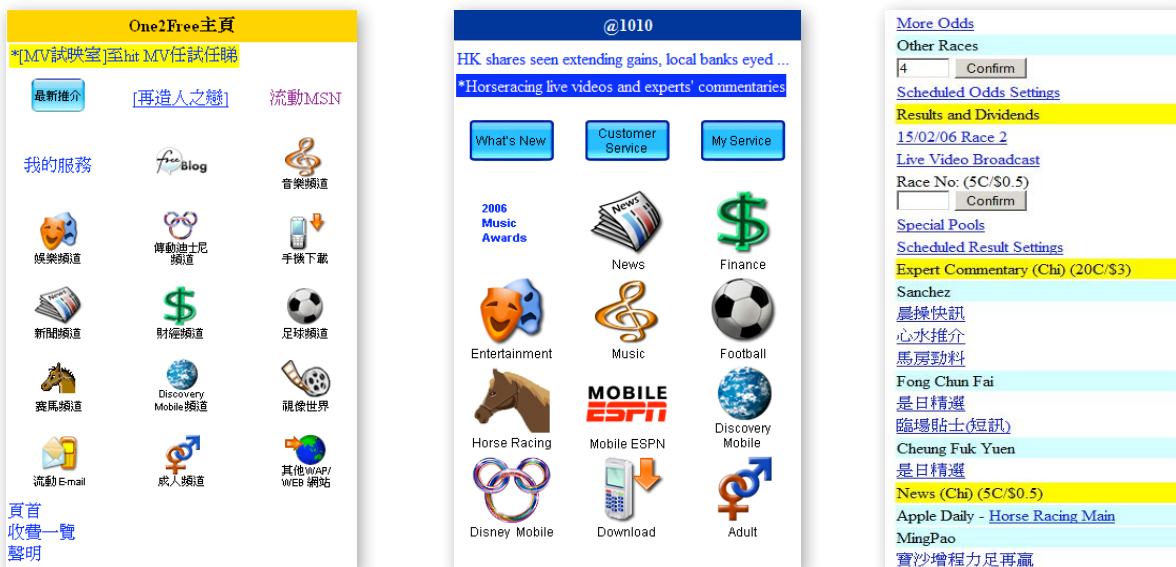


Figure 1: Sample presentations of CSL portals

Amdocs Interactive Mobile Device Manager is a high performance rendering and transcoding solution which optimizes the portal content presentation on the subscriber's handset. It offers a high performance, sophisticated content delivery solution, which automatically repurposes portal content to optimize the capabilities of the target device. It manages all of the complexities involved in supporting mobile devices and minimizes the mobile service provider's time-to-market when launching new handsets.

PERSONALIZATION

CSL has implemented full personalization over its mobile portals using the unique Amdocs Interactive personalization technology.

In 2006, CSL commenced a trial of the award winning Amdocs Interactive personalization and user profiling engine. After successfully completing this trial, CSL rolled out the Amdocs Interactive Personalization to its entire user base. This has proven to be a continued success and has allowed CSL to understand their customers' individual interests and tastes.

Moreover, personalizing the user experience for each and every customer has created a higher user satisfaction has helped CSL to retain its customers in the very competitive Hong Kong market and it has led to increased usage of their mobile data services.

Amdocs Interactive Customer Profiling is the engine that collects all users' behavior during their interaction with the mobile portal. This data is what is used by the personalization engine to deliver the most relevant services and content to the individual user. The Amdocs Interactive solution dynamically profiles each individual customer and provides an automated personalized experience to each individual based on their profile. Beyond content personalization it can also be used to deliver targeted advertising, campaigns and marketing messages.

CLICK DISTANCE™ REDUCTION

Amdocs Interactive personalization has enabled significant reductions in Click Distance and ensures that preferred content for each individual is located within a critical click distance of 12 in order to enhance usability and prevent users from abandoning their mobile portal session.

The reduction in Click -Distance has ensured that CSL customers are able to access the most relevant content and services applicable to each individual user. The result has been an overall increase in customer satisfaction and significantly in mobile data usage.

CHANGES IN CUSTOMER USAGE – PROVEN RESULTS

Over a three month period of personalization at CSL, a difference in customer usage between those who were personalized and those who were not, was measured. During this timeframe, a substantial change in personalized customer behaviour was noted. Overall net benefits in content consumption on all types of content were observed. Furthermore overall data usage of personalized users was significantly increased.

ABOUT AMDOCS INTERACTIVE

Amdocs Interactive offers a complete portal, storefront, commerce, search and advertising platform that allows you to rapidly deploy a more compelling portal and capitalize on content and advertising. What differentiates our platform is our state-of-the-art artificial intelligence technology that personalizes the user experience down to the individual, wherever they browse or consume on the Web. The platform supports all screens, whether you're a mobile operator or offer data or IPTV services. We have deployed our solutions at over 70 operators worldwide and have processed more than \$6 billion in content sales for customers to date. We can manage all aspects of your digital services operations and our consultants can help you with everything from your strategic planning to business analysis. Amdocs Interactive is part of the Amdocs CES (customer experience systems) portfolio and serves many of the same BSS/OSS customers. To learn more about Amdocs Interactive, visit us online at www.amdocsinteractive.com.

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 \$2.86 billion in fiscal 2009, Amdocs has approximately 17,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

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IRELAND
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NETHERLANDS
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The logo for Amdocs Interactive features the word "amdocs" in a lowercase, sans-serif font, followed by "inter" in a smaller font size, and "active" in a larger font size. A green right-pointing triangle is positioned between "inter" and "active".

amdocs inter>active

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