

AMDOCS INTERACTIVE CUSTOMER SUCCESS STORY

SUNCOM



"Amdocs Interactive helped SunCom triple our data services revenue."

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SunCom Wireless

Line of Business: Wireless

Services: Prepaid and postpaid; voice, data and content

Headquarters: Berwyn, PA, USA

Website: www.suncom.com

Number of Employees: 1,900

Revenues: \$852 million (2006)

Number of Subscribers: 1.1 million

CHALLENGE

- > Bring cutting-edge content to market quickly
- > Provide a highly personalized content experience to increase satisfaction
- > Manage an entire digital commerce business with limited resources
- > Achieve rapid time to market for new content
- > Increase ARPU for data services
- > Meet differing content demands for U.S. and Puerto Rico markets
- > Provide billing and customer care integration
- > Enhance promotions and content merchandising
- > Make content easy and fun for customers

SOLUTION

- > Amdocs Interactive Digital Commerce Solution - mobile and PC storefronts are stocked with premium, targeted content; payment and billing services are supported
- > Amdocs Interactive Content Services - a dedicated team manages all aspects of the content partner relationship, as well as the SunCom content storefront and promotions

RESULTS

- > Tripled data services revenue in two years
- > Achieved a 10-percent monthly growth rate for premium services
- > Provided customers with a vast array of premium content
- > Improved customer satisfaction
- > Streamlined operations with outsourced content services
- > Enabled short time to market for new content
- > Created an easy, personalized content experience for customers
- > Access to hundreds of content partnerships managed by Amdocs Interactive

SUMMARY

As a wireless carrier in an exploding content market, SunCom needed a rapid solution to support innovative content. The company turned to Amdocs Interactive for a comprehensive solution that helps SunCom manage the entire digital commerce lifecycle. This includes managing partners, sourcing, publishing and refreshing content, maintaining PC and mobile storefronts, providing content merchandising strategy, delivering content, and on-statement billing. As a result, SunCom is able to deliver cutting-edge content that delights customers, enhances revenues and ensures a competitive advantage in their market.

With a market span including the United States and Puerto Rico, SunCom is keenly aware of the wide range of customer expectations. To maintain a leading position in the market, SunCom seeks to create a highly personalized and relevant experience that builds local customer affinity, increases satisfaction and reduces churn.

When the content market exploded, SunCom faced intense competition from larger carriers offering a wide range of content choices. To provide customers with quick and easy access to the newest and best in content services, SunCom required a strong partner. Amdocs Interactive was the clear choice, according to Suzanne Lowry, executive director of pricing, planning, and product management at SunCom Wireless.

Says Lowry, "When SunCom was selecting the vendor for content management, Amdocs Interactive was the clear winner. They had the international experience of working with multiple carriers across the globe. And they were able to provide a turn-key solution that interfaced with our current billing system, and bring it up and running very quickly."

With the help of Amdocs, SunCom was able to quickly transition a simple WAP interface to a rich content solution that provides customers with easy access to leading content.

COMPLETE END-TO-END SOLUTION

The Amdocs Interactive Digital Commerce Solution and Content Services provide a complete end-to-end infrastructure that benefits SunCom and its customers. Amdocs Interactive helps SunCom manage the entire digital commerce lifecycle, enabling SunCom subscribers to easily find, purchase and download a wide variety of continually updated content to their SunCom mobile phones.

Amdocs Interactive Digital Commerce Solution

SunCom's Amdocs Interactive Digital Commerce Solution includes two products. The Service Management Platform helps SunCom manage partner relationships, product offer definitions and promotions, revenue sharing contracts, charges and settlement, customer care, and financial reporting. Amdocs Interactive Content Delivery Platform provides mobile and PC storefronts to SunCom and stocks them with the latest in content offerings targeted to SunCom customers.

Amdocs Interactive Content Services

For content selection, SunCom relies on Amdocs Interactive Content Services. This dedicated team of content experts enables SunCom and other wireless providers to outsource the management of their entire digital content stores.

Drawing from thousands of relationships with international content partners, music labels, and local, country-specific content partners, Amdocs Interactive Content Services sources premium content targeted for specific markets. The Content Services team negotiates with content providers directly on behalf of SunCom and manages the ongoing relationships. In addition, the team acquires the content and places it in the SunCom content storefront.

Amdocs Interactive manages day-to-day storefront activities, including content sourcing, selection, categorizing, publishing, as well as creating promotions and special bundles to promote subscriber growth.

INTENTIONAL CUSTOMER EXPERIENCE

SunCom strives for a customer experience that is simple and easy. Whether on the Web or handset, SunCom wants the purchase of data services to match the familiar experience its customers have of shopping at home on their PCs.

Amdocs Interactive helped SunCom organize choices in a way that creates a consistent customer experience and is easy for customers to understand. The content is updated regularly with the help of the Content Services team, ensuring that the newest, hottest content always appears at the top of the deck. SunCom customers can easily make their SunCom phones their own, with ringtones, graphics, games and other content that they select and download.

After SunCom and Amdocs Interactive launched enhanced content purchasing from both the handset and the Web, SunCom saw content sales grow. Says Lowry, "With Amdocs Interactive, we tripled revenues from our data services in just two years. It's a wonderful experience when customers can find content, customize their phones and make their SunCom experience that much more personal."

Partnering with Amdocs Interactive on an end-to-end solution has benefited SunCom and its customers. Access to leading content has allowed customers to personalize their equipment, and enabled SunCom to increase revenue.

EXTENSIVE EXPERTISE PROVIDES FLEXIBLE SOLUTION

As a regional wireless carrier, SunCom is a lean operating company that needs to maximize resources. By relying on Amdocs Interactive for a specialized area of expertise like content, SunCom is able to focus on their core business while still providing customers with the best content available.

"By partnering with Amdocs Interactive, we're able to have international expertise and research on upcoming content trends. Amdocs Interactive helps us look ahead at what content is going to be hot in the next six months to a year," Lowry says. "It's critical for us to have a partnership with a company like Amdocs Interactive in the content field."

SunCom's relationship with Amdocs Interactive ensures that SunCom customers have access to the top artists and brand name content they want. This calls for a high degree of flexibility and content expertise because the SunCom customer base is so diverse.

The SunCom customer base spans markets with very different content demands. In the United States, college basketball, NASCAR, country music, gospel, and hip-hop are very popular. In Puerto Rico, reggaeton and Latin music are currently more in demand. According to Lowry, "Amdocs Interactive is able to acquire the right content for each region, and present it on SunCom's storefront in a manner that is easy for the customer to understand and easy for them to find." Providing the right content is critical to customer satisfaction.

RAPID TIME TO MARKET

Time to market was a significant factor in choosing Amdocs Interactive. SunCom required a solution that could be deployed quickly, and one that could support new content as quickly as it became available.

"One of the major advantages of our partnership with Amdocs Interactive Content Services is the vast array of content that is available to our customers very quickly," states Lowry.


Based on its partnerships with all of the major content providers in the world, Amdocs Interactive can tailor the SunCom content store very quickly to meet specific customer demands or SunCom promotional plans.

SUPPORTING PROMOTIONS AND CUSTOMER EDUCATION

Every wireless carrier faces the challenge of educating its customer base about the expanding array of handset capabilities in order to increase sales. Approximately 20 percent of the SunCom customer base regularly downloads content. So Amdocs Interactive helps SunCom design integrated, cross-promotions aimed at continually enhancing SunCom's sales figures through customer education.

"We've had great success working with Amdocs Interactive on text messaging campaigns to our customers. The promotions help customers discover the content available to personalize their phones and also learn exactly what their wireless phones are capable of doing," says Lowry.

Amdocs Interactive provides integration with SunCom's SMS short code marketing campaigns. Customers can see a campaign and participate, and the result is a more unified, personal experience with their handset.



The extensive content expertise of the Amdocs Interactive team helps deliver a custom content to fit the SunCom marketplace. "Amdocs Interactive has helped make these campaigns really come alive to the customers. In the past, customers had to search by category for music or games or other content. Now their SunCom phone is more like a portal. We can promote hot content with a local focus like basketball games or a concert coming to town," Lowry explains.

SUPERIOR PERSONAL SERVICE

Lowry highlights the personal relationship between the SunCom marketing team and the Amdocs Interactive account management team as one of the strong values of the partnership between the two companies.

"We immediately felt very comfortable with the Amdocs Interactive team, and we have one-on-one relationships with Amdocs Interactive account management. It's literally just one phone call to reach the right people who can implement change and make decisions," she explains.

Amdocs Interactive works closely with SunCom, discussing roadmap plans, content product performance and planning program design. "With help of Amdocs Interactive, SunCom is able to make decisions about content services we know our customers are going to want in coming months and years. We are able to stay ahead of the competition and plan for the services we think our customers are going to want," says Lowry.



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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The logo for Amdocs Interactive features the word "amdocs" in a lowercase, sans-serif font. To its right, the word "inter" is in a smaller, lowercase, sans-serif font, followed by a green right-pointing triangle, and then the word "ctive" in a lowercase, sans-serif font. The entire logo is set against a white background.

amdocs inter>ctive

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