



# AMDOCS MULTICHANNEL SELLING SOLUTION

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION

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## ARE YOUR SALES CHANNELS GEARED TO MAXIMIZE YOUR REVENUE?

MOST CONSUMERS USE MULTIPLE SALES CHANNELS WHEN BUYING A NEW PHONE, DEVICE OR PACKAGE. WHILE MORE AND MORE PEOPLE ARE USING THE WEB, THE REALITY IS ONLY 18% OF PURCHASES ARE ACTUALLY COMPLETED ONLINE AND THE REST ARE MADE IN ASSISTED CHANNELS – EITHER BY CALLING THE CONTACT CENTER OR VISITING THE LOCAL STORE (INFORMA TELECOMS AND MEDIA, 2010).

IN FACT, MANY SERVICE PROVIDERS SEE THAT AS MUCH AS 40% OF NEW SERVICE ACTIVATIONS IN THE CALL CENTER ORIGINATE IN OTHER CHANNELS, WHILE MOBILE PROVIDERS GENERATE MOST OF THEIR SALES IN “BRICK AND MORTAR” RETAIL STORES. IT IS THESE ASSISTED CHANNELS, THEREFORE, THAT NEED TO “SEAL THE DEAL” EVERY TIME A CUSTOMER EXPRESSES AN INTENTION TO BUY.

BUT TYPICALLY, THESE ASSISTED CHANNELS DON'T HAVE ANY VISIBILITY INTO WHAT THE CUSTOMER HAS ALREADY VIEWED AND PRICED ONLINE, SO THEY NEED TO START THE TRANSACTION FROM SCRATCH. EVEN MORE FRUSTRATING FOR THE CUSTOMER IS THE FACT THAT THERE IS OFTEN AN INCONSISTENCY BETWEEN THE CHANNELS IN TERMS OF PRODUCT AND PRICING INFORMATION, WHICH CAN OFTEN DRIVE CUSTOMERS INTO ABANDONING THE PURCHASE ALTOGETHER.

IN TODAY'S COMPETITIVE MARKET, SERVICE PROVIDERS SIMPLY CANNOT AFFORD TO LOSE ANY REVENUE OPPORTUNITY, REGARDLESS OF WHERE IT STARTED. ENSURING CUSTOMERS RECEIVE A SIMPLE, CONSISTENT, PERSONAL AND INTEGRATED EXPERIENCE ACROSS ALL CHANNELS IS A NECESSITY FOR SERVICE PROVIDERS SEEKING TO SEIZE EVERY POTENTIAL SALE.



**POOR SHOPPING EXPERIENCE LEADS TO LOWER SALES**

A quarter of all potential sales in service providers’ retail stores are lost due to poor customer experience, according to an Amdocs-commissioned consumer survey in 2009. The same survey also found that service providers see only a 45% cross-sell success rate across all channels.

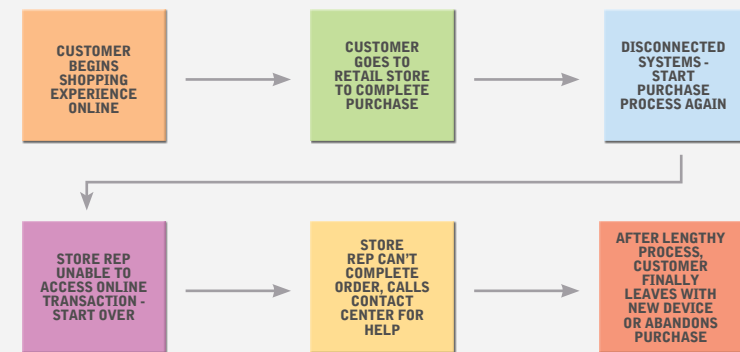
The main reason for these disappointing figures is the fact that the IT systems supporting each service provider channel are silo’ed, and this lack of integration means they can’t deliver a simple and consistent shopping experience.

This negatively impacts customer satisfaction. A Forrester Research survey recently found that only around 50% of customers are dissatisfied with Web-to-store and store-to-Web purchase transactions, mainly due to the inconsistency of product information and price across channels.

**SAMPLE CASE STUDY: CROSSED CHANNELS**

A customer wants to upgrade his phone. He goes online, sees a smart-phone he likes and considers buying it. Not seeing any hidden costs online associated with the phone, he decides to go to the service provider’s store, only to find out that the phone requires a costly data plan. He gets aggravated but still wants to make the purchase. Only then does the store rep realize that the phone is out of stock and will only be available the following week. This disappoints the customer, so the store rep offers a more advanced phone that the customer is not familiar with and is not sure he really needs. But wanting to get a phone that same day, the customer compromises and agrees to the offer. However, the store rep is unable to complete the activation and has to call the contact center, only to find out the customer is not eligible for the upgrade. The customer leaves the store with a very negative perception of the brand and a strong desire to switch to the competition.

The company not only lost the opportunity to sell and cross-sell to this customer, but may actually have lost the customer entirely.



**Results**

- > Lengthy purchase transaction time
- > Limited/no cross- & up-sell (lost revenue)
- > Dependency on contact center
- > Customer frustration
- > Customer satisfaction with service provider declines

## TRANSFORMING THE WAY YOU SELL

The ideal IT ecosystem to prevent the above customer experience and to deliver a consistent and convenient multichannel purchase experience is one that:

- > **Creates a “single point of truth”:** a central offer management system shared by all sales channels, in which the service provider can define products, services, bundles, promotions and campaigns
- > **Fits each customer with the right products and services for them:** a consistent, guided selling capability for all sales channels that facilitates product search based on needs analysis and business rules
- > **Maximizes every sales opportunity:** all channels are equipped with relevant cross-selling recommendations, based on the customer’s previous selections
- > **Accurately “seals the deal”:** when the customer chooses to complete the purchase, all channels are able to capture the order correctly, eliminating any need for order re-entry or order fallout handling
- > **Closes the loop:** once the order is fulfilled and the customer starts using the services, a continuous analysis of usage patterns and content consumption reveals other up-sell/cross-sell opportunities for each customer, or ideas for new offers/bundles, which are turned back into the offer management systems



## AMDOCS MULTICHANNEL SELLING SOLUTION

Amdocs Multichannel Selling solution converges all of your sales channels to deliver a simple, consistent and personal shopping experience. It helps assisted channels hone in on the right mix of products and services for each customer, as well as identify relevant cross-sell opportunities. This ensures customer expectations are met, increases customer lifetime value and reduces churn.

Among the benefits of Amdocs Multichannel Selling solution are:

### Maximize Wallet Share/ARPU

With Amdocs Multichannel Selling you will be able to respond faster to dynamic market needs by quickly and consistently delivering the most up-to-date offers and promotions across all channels. The solution allows you to grow your customers' wallet share by fitting each customer with the right mix of products and services for them, as well as by presenting relevant cross-sell offers in every channel. Finally, you can increase cross-channel sales conversion rates by streamlining the purchasing processes across channels (channel hopping).

### Reduce Cost of Sale across Channels

Amdocs Multichannel Selling allows you to increase the volume of self-service orders by automating processes across unassisted channels. In assisted channels, it allows you to reduce order completion time through sales process optimization and seamless order handover. The solution also reduces costs associated with order fallout through automated order fulfillment processes.

### Increase Customer Satisfaction and Loyalty

Amdocs Multichannel Selling helps you ensure customer expectations are consistently met across all purchase channels by leveraging a single, centralized product catalog. A common sales engine helps your sales reps meet customer needs and maximize the value to the customer by identifying the right mix of products and services for every customer. Furthermore, the solution's common ordering hub ensures every customer order is validated during the order capture and is executed consistently across channels, thus reducing fallout and order abandonment.



### SOLUTION COMPONENTS

The Amdocs Multichannel Selling solution integrates all the sales channels – retail, call center and Web – around a central sales and ordering hub that consists of Amdocs Enterprise Product Catalog, Amdocs Ordering, Amdocs Sales Engine, and a common shopping cart.

Three key channel applications support this hub:

- > Retail Interaction Manager – an application for stores (company owned, franchise, retailers, dealers)
- > Smart Agent Desktop – a call-center application that allows call-center reps to handle customer purchase needs
- > Amdocs E-Commerce – a Web application enabling customers to shop online

As some of our customers prefer to build their own channel applications (for example, a home-grown or third-party eCommerce platform), Amdocs Multichannel Selling can enable that channel application to share the catalog, business logic and rules of the central sales and ordering hub via a layer of SOA connectors.

### UNIQUE DIFFERENTIATORS

Amdocs Multichannel Selling has three unique functional differentiators:

#### Single Product Catalog across Channels

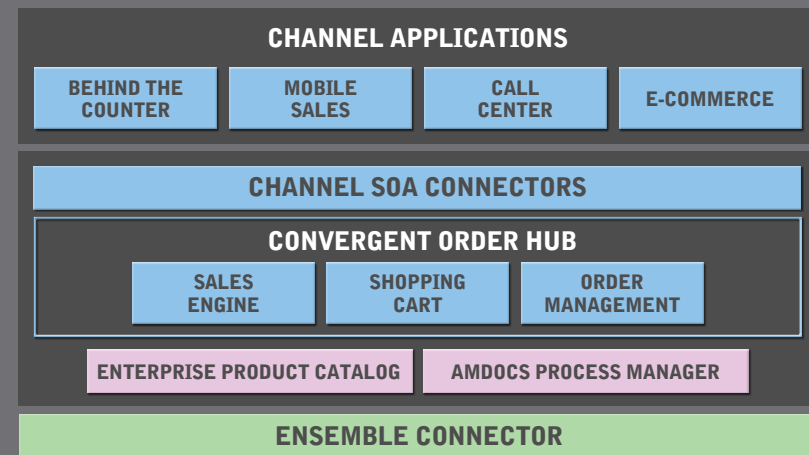
Amdocs is the only vendor that truly uses a single product catalog across BSS, OSS and all sales channels. The Amdocs Enterprise Product Catalog is SID-compliant and enables you to model any communications product or service all the way to quad-play bundles. It also supports end-to-end product lifecycle management.

#### Single Sales and Ordering Hub across Channels

Amdocs Multichannel Selling is the only solution of its kind that introduces a single shopping cart used by Web, store and call center alike. Its common sales and ordering hub consistently serves all sales channels and ensures customers get the exact same service in every channel. Moreover, the hub allows customers to hop between channels, or in other words, pick up a purchase transaction that started in another channel without having to “start from scratch”.

#### Optimized Retail Processes

Amdocs Multichannel Selling introduces an intuitive process-driven UI that integrates all the systems that take part in retail interactions (BSS, OSS, POS, inventory). This UI can be rendered in a variety of delivery methods, including in the call center, behind the counter in the store, on a tablet, via the Web, and on a field technician’s mobile device.



## MEASURABLE ROI

By sharing a consistent catalog, business logic and rules across all channels, and allowing assisted channels to take over a started shopping cart and help the customer complete the purchase, you can expect a significant increase in your conversion rates. Furthermore, assisted channels will be empowered with better cross-selling tools to help them position other relevant offers (value-added services, accessories, etc.) and increase ARPU/wallet share.

## WHY AMDOCS

ONLY  
PRODUCTIZED  
SOLUTION  
FOR SELLING  
CONSISTENTLY  
ACROSS ALL  
SERVICE PROVIDER  
CHANNELS

SUPPORTS ALL  
SERVICE PROVIDER  
PRODUCTS AND  
SERVICES AND SCALES  
FROM SINGLE PLAY  
TO QUAD PLAY

ALLOWS  
PURCHASE  
TRANSACTION  
TO SPAN  
CHANNELS

Amdocs is the first vendor to introduce a true multichannel solution that ensures consistency of sales activities across all service provider channels, providing customers with a simple, consistent and personal shopping experience no matter where they are shopping. The solution is proven to span all service provider products and services, all the way from pure-play to multi-play bundles. Lastly, the Amdocs solution truly allows a purchase interaction to span channels, thereby empowering assisted channels to “bring home” every sale, regardless of where it started.



# 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 \$3.0 billion in fiscal 2010, Amdocs has over 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).

Amdocs has offices, development and support centers worldwide, including sites in:

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CANADA  
COSTA RICA  
MEXICA  
UNITED STATES

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CHINA  
INDIA  
JAPAN  
SINGAPORE  
THAILAND  
VIETNAM

#### EUROPE, MIDDLE EAST & AFRICA:

CYPRUS  
CZECH REPUBLIC  
FRANCE  
GERMANY  
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