

**experience success**

simplify experience | harness data | stay ahead | be efficient

# Amdocs Customer Management

**amdocs**

embrace challenge eXperience success



## PROVIDE THE EXPERIENCE YOUR CUSTOMERS EXPECT

The customer experience is the competitive battle ground for service providers – whether a customer calls the contact center, visits a retail store or is browsing your website, consumers are mindful of their position of power and choice; the choice of whether your organization can satisfy their product, service and customer experience needs better than the competition.

But as markets continue to mature, there is increasing commoditization of products and services, leaving the customer experience the most persuasive driver of loyalty. Creating a differentiated and compelling customer experience is to ensure interactions are straightforward, informed, convenient and consistent across and amongst the channels preferred by the customer.

Realizing the value of each customer interaction, both the short-term gain, and the long-term advantage, is fundamental to sustaining growth by attracting new customers, and securing the loyalty that is the hallmark of a successful service provider.



## Smart solutions for your business

Today, it's the experience that you offer each time you interact with your customers that makes the difference when it comes to not only keeping customers happy, but to actually **keeping** your customers. If you can personalize it and make it efficient, innovative, and consistent across channels, then you're getting it right—with financial and operational rewards as the prize. Customer management is central in making this happen. Whether it's an **award-winning** standalone product you need or a solution to a complex business problem, when it comes to customer management, Amdocs knows how to deliver better than any other company. With more than 25 years of experience, only Amdocs has a comprehensive customer management suite that has been **designed specifically for complex service provider organizations**, like yours.

We understand the impact that every interaction with a customer has on the potential lifetime value of the relationship. That's why we developed a modular, yet fully-integrated suite of customer management applications that **supports your corporate strategies and customer-centric business processes—across your entire enterprise, and across every customer touch point**. So whatever your focus within the customer lifecycle, our solutions can help you get the highest possible value from your customer interactions, generating profits from customer-facing processes, and drive the loyalty needed for sustained growth.

## It takes more than good intentions to deliver excellent customer service while increasing revenue

When your customers interact with your brand, they want it to be easy, informed and convenient – regardless of whether they are calling the contact center, or interacting with representatives in a retail store. But if your company representatives don't have the right information at their fingertips, at the right time, and don't know how to use it in the right way, the customer experience suffers, and unduly impacts your bottom

line - whether it be a missed or misguided sales opportunity, or simply increasing the churn risk of the customer.

**Amdocs Smart Contact Center solution** can help. Use your contact center to generate revenue by leveraging the data you already have on your customers to offer them more relevant products and services. **Amdocs Smart Agent Desktop** enables you to address and correct inefficiencies in the way people, systems and processes work together in today's contact centers. Your agents will receive the information they need to deliver a consistent, Intentional Customer Experience™ every time they're in direct contact with your customers, across your entire enterprise and via all customer communication channels—including phone, web, chat, email postal mail or fax. Through its intuitive user interface, the single sign-on across multiple applications, the context-driven navigation and the interaction toolbar, your agents can improve their response times and efficiency, so they can resolve more calls on first contact.

Depending on your specific needs, the solution can include the following from the Amdocs CRM product suite:

- **Amdocs Customer Interaction Manager** - Provides a Web-based, unified desktop to help your agents increase their first call problem resolution rates
- **Amdocs Script Manager** - Simplifies procedures, customer treatment, and exception-handling through script design to support context-driven navigation, personalization and automation
- **Amdocs Multimedia Integrator** - Lets your customers interact with you using their preferred communication channel
- **Amdocs Billing Manager** - Provides your agents with a real-time, 360-degree, unified customer view across CRM and Billing



## Seize every retail revenue opportunity

The key to turning every store interaction into revenue and delivering a successful customer experience lies in improving the efficiency and effectiveness of each store representative. Store reps need to be freed of complex systems and processes and not hindered or limited by relying solely on their own product knowledge. Store reps need streamlined systems that provide easy access to relevant knowledge and necessary information, and be provided simplified execution of otherwise complex business processes. It is also necessary to make this in-store interaction dynamic mobile, allowing them to effectively engage customers anywhere on the sales floor.

The Amdocs Retail Experience Solution includes a new groundbreaking product, Amdocs Retail Interaction Manager, that integrates the store into your business support systems (BSS) environment as well as your store point-of-sale (POS) systems. Amdocs Retail Interaction Manager integrates with other Amdocs BSS products such as CRM, Ordering and Enterprise Product Catalog, and features open interfaces to point-of-sale systems. By increasing store reps' efficiency and effectiveness you can maximize revenue opportunities, decrease the average in-store customer handling times, and dramatically reduce the need to call the contact center for support during an in-store interaction. This has an immediate impact on both the retail store and contact center costs, as store interactions are completed much faster while reducing the contact center workload.

- **Amdocs Retail Interaction Manager** - helps store reps handle sales and service interactions efficiently and effectively via an intuitive, process-driven user interface

## Providing a best in class online customer experience

Customers are continually seeking greater convenience and choice in how they interact with their service provider, and for many, the ability to manage and control their account online is fundamental. And the operational and financial benefits for the service provider are undeniable – so long as the experience meets your customer's expectations.

Amdocs Self Service is a set of integrated e-service solutions for customers to self manage their communication services over the Web, IVR and television. Through either a consumer or dedicated corporate portal, customers can view and investigate their charges and usage; pay and dispute bills; perform detailed bill analysis; maintain their accounts and details; configure and order services and equipment; and manage and control their own support issues.

- **Amdocs E-Billing** consolidates information from all billing systems to provide a single, convergent view of billing information online or in PDF format
- **Amdocs E-Commerce** enables shopping and purchasing in your web self-service portal, providing shopping cart, product catalog, personalization and pricing capabilities
- **Amdocs E-Service** empowers customers to manage their accounts, create trouble tickets and find the answers to questions and resolve service issues through your web self-service portal

## Finally: one-stop shopping on your portal

Music, entertainment, data plans, the latest phones, cool new hardware and useful software—they're on your portal, but they often have disconnected shopping and purchasing processes. How do you create one seamless shopping experience for your customers?

Although online shopping has grown as a preferred channel in most industries, adoption has been slow for service providers. The challenge is the increased complexity of what is sold, whereby a customer must select not only the device and accessories they require, but also the specific voice and data plans that enable usage. **Amdocs Universal Storefront** addresses this need by enabling service providers to offer, sell and service physical, network, and value-added services using a single back-end architecture in Web 2.0 portal framework. Leveraging EPC, Universal Storefront provides end users with a personalized, one stop shopping experience while maximizing service provider revenues by merchandising across their entire product and services mix. It can also be used to increase profits & customer loyalty through “killer” bundles combining service plans & equipment with digital content – all while reducing the total cost of ownership by leveraging the lowest cost sales channel.

## Stand out from your competition with superior customer support

Offering a great customer support experience is the most effective strategy if you want to keep your profitable customers. So it's vital to resolve any service issues as quickly as possible, before they start to affect your customers. A reactive approach to service problems can damage your business, resulting in costly unfulfilled service level agreements, high operational costs, and poorly-informed, unhappy customers who might choose to take their business elsewhere.

That's why we developed the **Amdocs Customer-Centric Service & Support solution**. It streamlines and automates your key service and support processes—from initial contact through to problem resolution. You'll gain complete visibility of your customer service lifecycle so that you can proactively and efficiently monitor, maintain and change your services to meet the dynamic needs of your customers. And unified integration and processes from the network to the customer allow you to manage complex service resolutions by tracking problems across all affected customers, while seeing the whole picture. Depending on your specific needs, the solution can include the following products from Amdocs CRM and Amdocs OSS suites:

- **Amdocs Support** - Enables comprehensive first- and second-tier support within multi-tier support organizations to manage all aspects of customer support and service with closed-loop accountability
- **Amdocs SLA Manager** - Enables you to measure, monitor and manage your customer quality-of-service goals
- **Amdocs Contracts** - Lets you create, manage and view customer or partner contracts
- **Amdocs Change Manager** - Provides better predictability and risk control for IT changes

- **Amdocs Field Service** - Enhances the communication between your contact center agents or service desk representatives and your field resources, so that you can deliver unified, seamless customer service from initial contact through to onsite resolution.
- **Amdocs Spares Inventory Manager** - Helps you provide the right part, exactly when it's needed, and at the right cost.

## Are you ready to support smart devices?

While smartphones have presented endless revenue opportunities through usage of data-hungry applications, this very device complexity has also created new support challenges concerning the necessary device configuration and connectivity required to tap the full revenue potential of each smartphone user. As end users struggle to configure their smartphones, applications and services are underutilized, the opportunity to encourage the use of additional features is lost, and a frustrated customer becomes inclined to either swap devices or, worse, cancel their service – all of which drags on your bottomline.

**Amdocs Smart Device Support Solution** extends smart device insight and issue resolution into the call center for the first time. The solution is built from leading pre integrated CRM and mobile device management products from Amdocs and our partner in the area of device management. It is designed to give first and second level agents a unified view of both customer and smart device details, empowering them to resolve support issues quickly and effectively.

- **Amdocs Device Care** empowers first and second-level agents to diagnose and resolve smart device issues faster and accurately, reducing support costs, increasing service consumption and customer loyalty



## Make your sales efforts pay off

Sales and ordering have completely changed. Customers now expect immediate service and up-to-the-second status reports. We can help you to streamline the customer experience, as well as improve the back-end processes, to turn sales activities into orders of billable customer services.

With the **Amdocs Sales and Ordering** offerings, you can make sure your customers are getting what they ordered—and getting it on time—by tightly integrating contact center, self service and fulfillment through configurable process management. This offering includes:

- **Amdocs Sales** - Gives your local and remote sales professionals the information they need to effectively plan and carry out sales strategies, including managing and closing sales opportunities, developing quotes and orders, and forecasting revenue
- **Amdocs Ordering** - Provides a process-driven, convergent application for buying and ordering across all channels and devices using service-specific business logic, product models and interaction-to-cash process flows **IS YOUR BUSINESS SKIPPING A BEAT?**

## Make order errors a thing of the past

The Amdocs Sales Quote Order solution is specifically designed to address the challenges of servicing your business customers, and to turn new sales into cashable orders. Combining sales force automation with an order interaction and handling engine designed to handle complexity, this solution helps your B2B business by taking the fulfillment risk out of the sales process. Furthermore, it prevents order errors by ensuring that sales are transferred into the order handling engine as quotes, and processes them from there through fulfillment.

The Amdocs Sales Quote Order solution can help you to:

- Reduce costs by automatically generating accurate quotes—which are rapidly converted to orders upon customer approval
- Shorten time to market for launching new products and services for your business customers
- Reduce lead time to deliver B2B orders for faster time to revenue
- Minimize lost revenue by delivering on the sales promise and avoiding penalties due to SLA violations

## Make your customer information pay off for you

Giving your customers a great customer experience that will make you stand out from the crowd depends on you knowing exactly what they want, and having the ability to deliver it to them as efficiently as possible. That's why it's essential that you have access to real-time, actionable insight at every point of interaction. This means you can make the right decision, at the right time, and offer your customers the personalized, valuable and intentional customer experience that they want, and expect.

- **Amdocs Analytics Connector** - Quickly extracts data from Amdocs transaction systems into a reference data mart which your business intelligence tools then use to generate and deploy scores (such as propensity to churn) for use in the Amdocs Customer Interaction Manager application
- **Amdocs Marketing Connector** - Lets you make the most out of every customer interaction by giving your agents the right information, at the right time, and helping them to use it in the right way: they can recommend special promotional offers tailored to meet the needs of that specific customer

## A foundation that brings it all together

Today, all organizations want to find the right cost-effective IT solutions that support their unique business needs. Amdocs CRM and its multi-tiered, high-performance architecture enables organizations like yours to create CRM solutions that let you meet both your business and your IT requirements.

- **Amdocs Smart Client Framework** - Provides the industry's first high-performance smart agent desktop, powered by Java technology. It helps your agents to become more productive and it reduces your overall total cost of ownership
- **Amdocs Process Manager** - Automates complex, customer-oriented processes and exception handling for greater enterprise consistency and lower operational costs
- **Amdocs Integration Framework** - Simplifies integration between your CRM and your external systems, so you can reduce your total cost of ownership

## Services that boost your return on investment

The Amdocs CRM services have been designed to meet the needs of your customer-facing business and to get more value out of your CRM investment:

- Amdocs Professional Services Organization - Includes implementation and integration, upgrade, migration, usage assessment and onsite support, allowing you to achieve your target return on investment and business benefits faster
- Amdocs Performance Services Group - Focuses on measuring and improving performance of the end-to-end CRM experiences
- Amdocs Customer Management Roadmap Service - Assesses the maturity of your CRM solution. It helps you define a high-level roadmap that ties together your business processes and technology to provide you with a clear path to achieving your strategic goals and the desired level of customer management capabilities
- Amdocs Contact Center Optimization Service - Makes sure you're getting the highest possible return on your contact center investment by evaluating it, and by prioritizing recommendations for short- and long-term requirements based on high-level cost analysis
- Amdocs Self Service Strategy & Planning Service - Helps you get more value out of your self-service channels by optimizing your self service implementation and ongoing management

**If you'd like to find out more about Amdocs customer management including solutions, products, awards and customer stories, please visit [www.amdocs.com](http://www.amdocs.com)**



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## About Amdocs

For 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control product portfolio with value-driven professional services and managed services operations. With revenue of \$3.2 billion in fiscal 2011, Amdocs and its over 19,000 employees serve customers in more than 60 countries. **Amdocs: Embrace Challenge, Experience Success.** 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  
MEXICO  
UNITED STATES

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