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Amdocs Retail Experience Solution

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ARE YOUR RETAIL STORE REPRESENTATIVES EMPOWERED TO SEIZE EVERY REVENUE OPPORTUNITY?

Service providers more than ever must ensure that every interaction in a retail store translates into a sale or some other increase in revenue. Retail stores remain the primary sales channel for many providers and the face of their brand. While many customers start shopping online, most end up visiting the store to examine the products they're interested in, compare them to others and get more information from store reps before making a purchase. The in-store experience has a direct impact on the customer's purchase decision.

In addition, with customers physically in the store, you have new opportunities to increase their wallet share by cross selling not only accessories but high margin, value-add services that drive average revenue per user (ARPU).

The reality, however, is that many customers who walk into a retail store with the intent to buy leave without making a purchase. One major reason for this phenomenon is the poor customer experience they receive in the store. The impact is not only limited to the immediate loss of the sale, but can spread virally through negative "word of mouth," which in turn has longer term revenue repercussions.

In today's competitive market, you simply cannot afford to lose any revenue opportunity, particularly with customers who have made the effort to come into the store. You must ensure that your retail stores provide not only a differentiated brand experience that attracts new customers to this channel but also foster long term customer loyalty to drive repeat business. More importantly, once these customers do come into the store, your store reps must be equipped with the right knowledge and tools that will help them increase customers' wallet share while addressing their needs.

Turning every store interaction into revenue

The name of the game in the retail industry is to “get the customer into the store.” Once there, the likelihood of a purchase increases tremendously. Service provider-branded stores not only have the opportunity to sell products and accessories, but also to cross sell and up sell high margin, value add services with a high probability for success. You must also put a focus on fitting the right mix of products and services to each customer, assure customer expectations are met, and avoid product returns and service cancellations.

Improving store representative efficiency and effectiveness

The key to turning every store interaction into revenue and delivering the customer experience lies in improving the efficiency and effectiveness of your store reps. They shouldn't have to cope with complex systems and processes or depend solely on their own product knowledge. Store reps need streamlined systems that provide them easy access to knowledge and information and guide them through business processes. And they need this capability to be mobile so they aren't tied to a workstation at the counter. Secondly, the system should help them hone in on the top few offers that are right for each customer, and at the same time, suggest cross sell offers (accessories, value add services) in each interaction based on the customer's profile and product mix.

Increasing store reps' efficiency and effectiveness decreases the average in-store customer handling times and dramatically reduces 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.

Delivering a differentiated and consistent in-store customer experience

Increasing efficiency allows store reps to focus on what really matters— providing a consistent and delightful customer experience, satisfying customer needs and identifying additional revenue opportunities. In addition, fitting the right products and services to each customer ensures customer expectations are met every time. This ultimately increases sales effectiveness, and also improves brand “stickiness,” increases customer satisfaction and loyalty, and drives repeat business.

Amdocs Retail Experience

Amdocs Retail Experience is a new solution that empowers service providers and their store reps to seize every revenue opportunity in their retail stores while delivering a differentiated brand experience. The solution includes a new ground-breaking product, Amdocs Retail Interaction Manager, that integrates the store into your business support systems (BSS) environment as well as your stores' point-of-sale (POS) systems. As shown in the following diagram, 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. Here are some of the benefits you can gain with the Amdocs Retail Experience solution:

Maximize retail store revenue and profitability

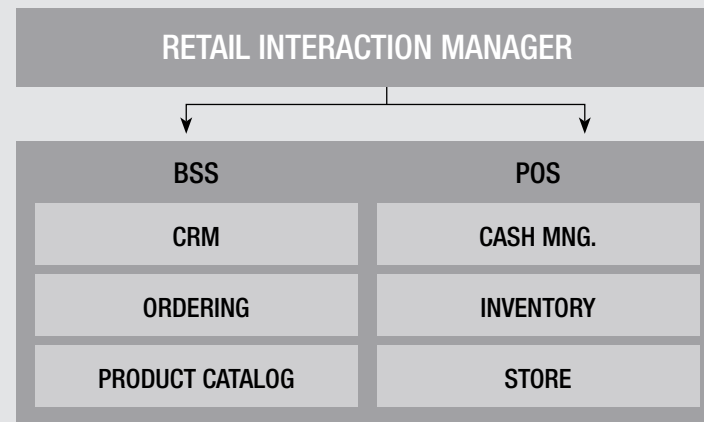
Streamlining the systems and processes that sales reps have to cope with and providing sales tools that help them quickly hone in on the right mix of products and services for every customer; swiftly resuming shopping carts from other channels; and identifying cross sell and up sell opportunities help turn every retail interaction into a revenue opportunity, increase adoption rate and decrease product returns. As a result, you maximize store revenue and profitability.

Reduce retail store and contact center costs

Optimizing store efficiency and empowering your store reps to be more self-sufficient reduces store costs, as well as contact center costs, as store reps won't need to rely on the contact center for support in completing transactions or resolving service issues. This is accomplished by an intuitive, easy-to-use and easy-to-learn user interface, which streamlines the sales reps' work flow.

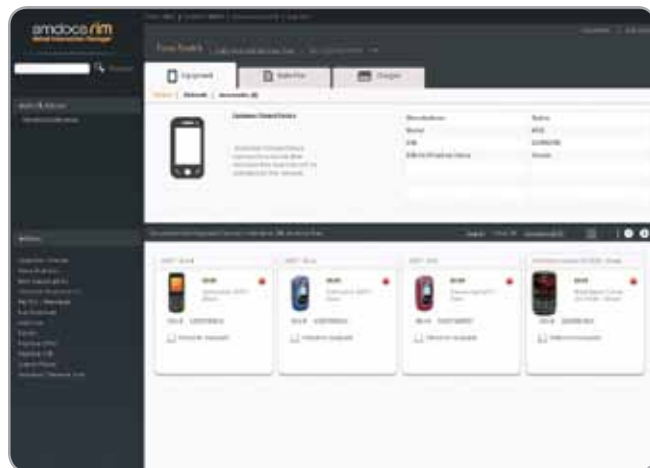
Increase customer satisfaction and loyalty

Delivering a differentiated and consistent customer experience increases customer satisfaction and loyalty. This is accomplished by reducing the wait time and overall handling time via the streamlined work flow, as well as personalizing the right mix of products and services to each customer which assures customer expectations are met every time and that customers see value for their money.



Amdocs Retail Interaction Manager

Retail Interaction Manager helps store reps handle sales and service interactions efficiently and effectively via an intuitive, process-driven user interface. This application is designed to be used in and around the store via a mobile device such as a tablet PC. The application features “endless aisle” catalog browsing that provides store reps product information and availability as well as sales tools at their fingertips using intuitive “virtual sales cards.” It also suggests cross sell offers. The application comes out of the box with “best practice” business processes and comprehensive service oriented architecture (SOA) enabled BSS and point-of-sale integration that eliminates the error-prone “swivel chair” between different systems (cash register, inventory, CRM, ordering, billing, etc.).



Retail Experience Packaged Services

The Amdocs Retail Experience solution also incorporates a suite of packaged services to help customers optimize their retail experience. Amdocs Professional Services experts are readily available to help you assess your requirements, extend the product if needed, and deploy the solution into stores. These packaged services assure that the deployment is done with minimal risk and high likelihood of success with Amdocs’ high project delivery track record.

The typical stages of Retail Experience Optimization are:

- **Store study:** Identify strengths, challenges and opportunities in the context of your retail process
- **Retail Experience Model:** Define the focus and features of your retail experience-considering in-store, as well as pre- and post-store activities; identify and baseline the metrics that will be used to measure ongoing success
- **Store prototype:** Implement a piece of the model in pilot mode
- **Deployment:** Deploy tailored solution to your stores
- **Business Impact Metrics:** Measure incremental change in store performance and hone approach and design respectively; focus on performance metrics



“IN-STORE REPS SHOULD BECOME FACILITATORS OF SERVICES, NOT JUST HANDSET SALESPEOPLE. THE MARKET’S ARPU FUTURE DEPENDS INCREASINGLY ON THE GREATER ADOPTION OF DATA SERVICES.”

ANDY CASTONGUAY
YANKEE GROUP, 2006

“THE AVERAGE RETAIL INTERACTION LASTS 60 MINUTES FOR ON-BOARDING OR UPGRADE...OVERALL CUSTOMER SATISFACTION WITH THE WIRELESS RETAIL EXPERIENCE HAS STEADILY DECREASED SINCE 2006.”

J.D. POWER AND ASSOCIATES, 2008

Measurable ROI

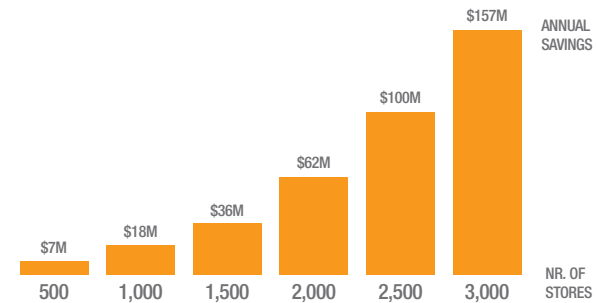
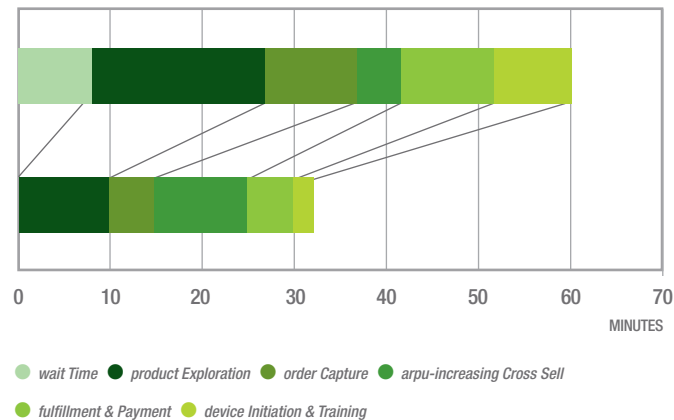
Amdocs Retail Experience helps you achieve several measurable return on investment (ROI) aspects. They include:

- Reduction of store interaction handling time
- Increase in sales conversion rates
- Reduction in calls to the contact center to complete transactions
- Reduction of store rep training time
- Reduction of non-faulty product return
- Reduction of service cancellation within the first month after activation

For example, in Figure 1, the monetary savings gained by a 50 percent reduction in average store interaction handling time alone could be dramatic. With conservative assumptions we can see significant savings that grow exponentially based on the total number of stores. More importantly, reducing the handling time allows reps to spend more time on cross sell activities that yield immediate and on-going revenues (ARPU increase).

Since the ROI may vary from one service provider to another, our packaged services will help you to identify your current stores' metrics and key performance indicators (KPIs), and then project the savings and benefits that could be made by optimizing the retail experience.

FIGURE 1: AMDOCS RETAIL EXPERIENCE — SAMPLE ROI CALCULATION



ASSUMPTIONS:

- 3 SALES REPS PER STORE
- \$30,000 ANNUAL LOADED LABOR RATE
- 5 SALES INTERACTIONS PER DAY PER REP
- 50% EXPECTED REDUCTION IN HANDLING TIME

Why Amdocs

While the majority of service providers use generic, commercial off-the-shelf point-of-sale and enterprise resource planning (ERP) products in their stores (cash registers, inventory systems), most still use custom user interfaces for the customer care, ordering, activation and billing setup.

The Amdocs Retail Experience solution introduces a unique and first of its kind proposition – a productized application for managing retail sales and service interactions based on an intuitive process-driven user experience that integrates all the systems that are involved in those interactions (CRM, ordering, billing, POS, ERP). This unique offering comes not only as a product but is also accompanied with a suite of services and portfolio integration to the rest of Amdocs products. The underlying service oriented architecture enables open integration with other BSS environments as well as the customer's point-of-sale system of choice.

Amdocs is distinctly focused on delivering a retail solution for service providers for improving customer experience in the store. We already have a long track record in delivering agent facing applications to both contact centers as well as retail stores, and have encapsulated all of this knowledge and expertise into our Retail Experience solution.

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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

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