

AMDOCS CONSULTING – LEADING KEY TRANSFORMATIONS GLOBALLY

Transformation has become more than just a buzz-word; it's now a key business imperative for service providers globally. With consolidation, convergence and ever intensifying competition, service providers need to effectively transform themselves to be purveyors of the digital lifestyle, differentiating themselves by providing a superior, consistent and intentional customer experience™. But transformations are inherently risky and invariably complex – it calls for a partner with deep domain expertise, extensive experience and core capabilities to take the journey with.

With a team of experienced professionals and backed by over 16,000 employees, Amdocs Consulting is currently driving some of the biggest and most complex transformations with leading service providers around the globe. The scope of our consulting engagements ranges from operational strategy and planning with senior decision makers to end-to-end transformation and business process optimization. Leveraging over 25 years of experience in developing and integrating business systems, Amdocs brings in a wealth of knowledge, skill, and a reputation for delivery excellence.

With more than 2,500 successfully completed projects Amdocs stands on an unparalleled track record which includes some of the largest, landmark transformation projects in the world, with leaders like AT&T, Sprint, Bell Canada, Vodafone, Comcast, DirecTV and BT. Our deep industry insight, coupled with an extensive library of industry specific business processes and best practices significantly lowers the time to market and mitigates project risks.

Complex transformation projects, mission-critical systems – this is the Amdocs specialty that puts us in a class of our own among systems integrators and software vendors alike. Simply put, in our customers' own words: "Amdocs delivers."

Here is a snapshot of some of our selected global transformation engagements...

A SNAPSHOT OF SOME OF OUR GLOBAL TRANSFORMATION PROJECTS:

CUSTOMER CASE STUDY: 1

One of the leading Wireless and Data communications service providers in North America

> **Geography:** North America

> **Engagement:** BSS Consolidation and Transformation

With extensive experience in delivering large scale transformation projects, Amdocs Consulting is currently leading the consolidation of two diverse billing and network systems and transforming the environment to a single Unified Billing Platform. This is one of the largest transformations in the industry involving over 50 million subscribers, 350 applications and extending over 12,000 sales locations. Amdocs is responsible for modifying the system to accommodate over 2000 requirements for system upgrades over eight releases.

Amdocs Consulting is leading the end to end program management and systems integration initiatives for the transformation ranging from - requirements management, impact assessment to data migration, training coordination, technical readiness, deployment, and production support. This transformation forms a critical step towards the future for the Client as it will offer a highly scalable, simplified end-to-end care and billing platform and also promises to deliver improved customer experience and a faster time to roll out next generation services. With the timely deployment of the Unified Billing Platform and a rapid conversion of the customer base to the new billing platform, the service provider also expects significant cost savings through synergies from the combined environment.



CUSTOMER CASE STUDY: 2

Australia's leading telecommunications and information services company

> **Geography:** APAC

> **Engagement:** OSS Transformation

Amdocs is partnering with Australia's leading telecommunication service provider in their OSS Transformation initiatives. One of the key programs enabling OSS transformation is the FICM (Fulfillment, Inventory, Care, and Mediation) program and Amdocs Consulting is leading this significant transformation initiative by leveraging years of experience in the OSS domain. This complex program aims to refresh the technology platforms as well as business processes across the service fulfillment and inventory operations and will address a wide range of products/services offerings including wireless (GSM, CDMA and 3G), Pay-TV (Cable) and Broadband Internet Services. Amdocs is currently leading this transformation effort across the key phases of the program lifecycle from scoping (requirements management and gap analysis), detailed design, and configuration/customization to supporting system testing, training and deployment. By the end of the transformation, the service provider expects to significantly lower its time to market and also be able to better service customers by proactively addressing customer and network incidents.

CUSTOMER CASE STUDY: 3

One of the leading Wireless and Wire-line service providers in North America

> **Geography:** North America

> **Engagement:** Contact Center Optimization

Our Client, one of the leading North American service providers was faced with a relatively high customer call handling time which escalated the time the agent spent to resolve an issue and also lowering the prospects of a proactive sale (Average Handle Time (AHT) for value customers was approximately 463 seconds without sales). With proven expertise and experience in Customer Management products, systems and business

processes, Amdocs process experts brought in to tackle the issue. By applying custom tools, frameworks and methodologies, Amdocs consultants were able to quickly review, track and map the key call handling process and system gaps. Customer Service Representative (CSR) proficiency and utilization rates were also monitored and based on the findings Amdocs consultants were able to prioritize a set of recommendations focused on improving the AHT. By addressing high priority defects impacting AHT and by recommending CSR's usage and minor system enhancements, Amdocs was able to reduce AHT up to 40-60 seconds (potentially saving 42,000 minutes per day) resulting in significant cost savings for the service provider. This further helped the Client better address customer issues, improve customer satisfaction levels while improving their ability to do proactive sales.



CUSTOMER CASE STUDY: 4

One of the largest broadband, telephony and cable services provider in EMEA

> **Geography:** EMEA

> **Engagement:** Turnkey Business Transformation to enable convergence

Amdocs is currently leading a turnkey business transformation project for one of the leading media companies in EMEA as a part of their strategic drive to consolidate networks/operations and business functions into a single entity. The transformation will create a single, nationwide new lead-to-bill trigger sales pipeline and workflow solution that will enable the media giant end to end management, control and visibility of the entire sales and ordering process. The program will bring together the existing different sales and order management systems and processes, providing a unified solution to support new converged services and operations.

The program will incorporate significant business process reengineering and change management efforts and will utilize Amdocs Customer Management solutions for the transformation. With a database of industry specific business processes and best practices gathered from large scale transformation projects, Amdocs Consulting is leading the entire transformation including the overall program management and business change components. On completion, the program will result in significant operational improvements for the client in areas such as: a lowered time-to-market; increased traceability and order tracking capability; unification and improvement of currently disparate sales and ordering processes leading to better efficiencies. It will also provide a single, consolidated, end-to-end view of the order lifecycle. "This program will be the benchmark for all other business transformation programs to come" - commented the Director of Customer Services and Operations reflecting on the significance of the transformation.

CUSTOMER CASE STUDY: 5

One of the largest Wireless and data carriers in North America

> **Geography:** North America

> **Engagement:** BSS Consolidation and Conversion

Leveraging over two decades of experience in complex business transformations, Amdocs is currently leading the billing consolidation efforts of one of the leading wireless service provider in North America. Amdocs is leading a key project consolidating three billing platforms per geographic market to one per market and is the prime integrator for conversion operations - converting approximately 20M subscribers to the new platform with minimal or no customer impact. Amdocs Consulting was chosen as the key integrator for the transformation to lead the executive reporting, program management and facilitation and to drive all related projects and functions to meet the transformation objectives. With end to end accountability for conversions, implementation, interface management, testing and deployment, Amdocs Consulting enabled the wireless service provider to undergo a seamless transition while ensuring zero impact on customer services and call center operations. The conversion program was successfully completed and exceeded all success factors, setting a new program delivery standard for the customer and for the industry itself.



CUSTOMER CASE STUDY: 6

One of the largest Wireless and data carriers in North America

> **Geography:** North America

> **Engagement:** Customer Management Roadmap Service

Amdocs Consulting recently executed a strategy assignment with one of the leading North American wireless communication service providers to enable them deliver a consistent and best in class customer experience across all channels throughout customer lifecycle. Amdocs conducted of assessment of current customer management capabilities, gap analysis and developing a set of focused recommendations and roadmap to better manage the customer experience. The assignment consisted of:

- > **Capability Assessment using proprietary Amdocs' Customer Management Maturity Model –**
Leveraging this custom built framework, Amdocs consultants can determine at high level the Client's current level of customer management capability and can identify of key initiatives which will address ways of improving an organization's capability.
- > **Gap Analysis –**
where the organization is now against where it says it wants to be in terms of Customer Management capability
- > **A set of recommendations and actions to 'close the gap'–**
developed a roadmap for the Client to effectively manage the customer lifecycle. Amdocs also laid out a functional plan for the Client to invest in the infrastructure & capability to provide best-in-class customer experience.

With the insights gained from the gap analysis and by implementing the roadmap, the Client expects to reduce churn by 26-39 basis points (BPS) and also improve revenues in the order of \$410-\$780M.

ABOUT AMDOCS CONSULTING:

Amdocs Consulting is a global management and technology consulting organization committed to helping services organizations transform their business to deliver an intentional customer experience, drive additional revenue streams and reduce costs. We combine deep industry knowledge with end-to-end consulting service offerings to advise, transform and optimize business and technology processes while lowering risk.

- > **One of the leading consulting practices in the industry–**
Backed by over 16,000 professionals and business process experts, Amdocs Consulting brings industry best practices, visionary thought leadership, and highly practical solutions to your business
- > **Leading prime integrator –**
With a track record of more than 2,500 successful projects worldwide, Amdocs can act as the prime integrator for your large scale transformation projects to ensure a smooth transition from project planning to implementation and operation with minimal risk.
- > **Unparalleled industry experience –**
Leveraging over 25 years of experience in delivering complex transformation projects, Amdocs Consulting works some of the leading service providers around the globe to bring in real world solutions that meet your business objectives.
- > **Customer Experience Systems Innovation –**
With a unique focus around revenue management, customer management, service & resource management and product lifecycle management; in fact, we call them “customer experience systems”, we have developed advanced methodologies, industry best practices and pre-configured tools to deliver consistent results and minimize your exposure to risk.

To learn more about Amdocs Consulting and our service offerings please visit: <http://amdocs.com/services>