

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION

AMDOCS CES:  
AMDOCS CUSTOMER MANAGEMENT

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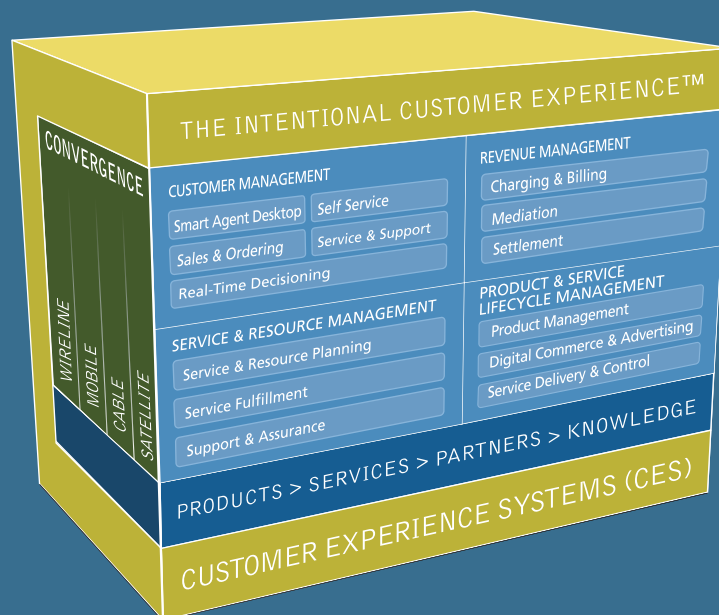


## PROVIDE THE EXPERIENCE YOUR CUSTOMERS EXPECT

WHEN IT COMES TO QUALITY OF SERVICE, CUSTOMERS HAVE HIGHER EXPECTATIONS THAN EVER AND THEY WANT NO LESS THAN A GREAT CUSTOMER EXPERIENCE FROM YOU. WHETHER YOU'RE A SERVICE PROVIDER OR IN HIGH-TECH, MANUFACTURING, FINANCE, TRAVEL, HEALTHCARE OR UTILITIES, CUSTOMERS KNOW THAT IF YOU CAN'T GIVE THEM WHAT THEY EXPECT, THEY CAN ALWAYS SWITCH TO ANOTHER ORGANIZATION THAT CAN.

AT AMDOCS, WE UNDERSTAND THAT KEEPING YOUR CUSTOMERS HAPPY ISN'T JUST ABOUT PROVIDING GREAT PRODUCTS. IT'S ABOUT PROVIDING THE RIGHT CUSTOMER EXPERIENCE TO DIFFERENTIATE YOU FROM THE COMPETITION. IT'S ABOUT DELIVERING PRODUCTS AND SERVICES AT THE RIGHT TIME, IN THE RIGHT WAY, AND THROUGH WHICHEVER CHANNEL YOUR CUSTOMER CHOOSES. IT'S ABOUT MAKING IT PERSONAL...

AMDOCS CUSTOMER MANAGEMENT HELPS YOU TO TURN THIS STRATEGY INTO A REALITY. WE LINK YOUR CORPORATE OBJECTIVES, PROCESS INITIATIVES AND YOUR SUPPORTING IT SYSTEMS ACROSS THE ENTIRE CUSTOMER LIFECYCLE—FROM MARKETING, SALES, SUPPORT AND SERVICE, TO BUSINESS INTELLIGENCE. THIS NOT ONLY REDUCES YOUR "COST-TO-SERVE" BUT ALSO MAKES SURE THAT YOU AND YOUR CUSTOMERS GET MORE VALUE OUT OF EVERY CUSTOMER INTERACTION.



## 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 **and** innovative, then you're getting it right—with financial and operational rewards as the prize. Customer management plays a huge part 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 services organizations**, like yours.

We understand the impact that every interaction with a customer has on the future potential value of each customer 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 out of your customer interactions and create profits from customer-facing processes.

### IT TAKES MORE THAN JUST AGENTS WITH GOOD INTENTIONS TO DELIVER EXCELLENT CUSTOMER SERVICE...

When your customers contact you, they want it to be easy, quick and convenient. But if your agents 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 can often be frustrating, rather than the positive, personalized one that you actually **intended** to deliver.

**Amdocs Intent-Driven Contact Center solution** can help. Use your contact center to generate revenues 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



## STAND OUT FROM YOUR COMPETITION THROUGH SUPERIOR CUSTOMER SERVICE

Offering a great customer 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. But 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 Inventory Manager** - Helps you provide the right part, exactly when it's needed, *and* at the right cost.
- > **Amdocs Resource Manager** - Provides complete visibility into the IT and network infrastructure

“One of the main reasons we chose Amdocs CRM is that its scalability and flexibility enable our call center, field service, sales and customer service staff to manage high volumes of customer queries and data in real time.”



ALOIS MIEDL  
HEAD OF CUSTOMER CARE  
TELEKOM AUSTRIA

“No other solution gives us the ability to build a global support infrastructure, and one that can adapt to changes and new challenges like Amdocs CRM.”



ANDREW HINES  
VICE PRESIDENT OPERATIONS FOR WORLDWIDE CUSTOMER SUPPORT  
BEA SYSTEMS INC., USA

### GIVE YOUR CUSTOMERS THE CONTROL THEY SEEK

Today's customers have more choices than ever, and they also expect more from the customer experience than just value for money and innovative products and services. They want you to offer them control over their interactions with you, they want convenience, *and* they want simplicity.

The solution is **Amdocs Self-Service**. It helps you reduce costs and give customers the highest level of self-service possible—the ability to choose how they want to manage their accounts, pay their bills, request support and place orders—directly via the Web, television or phone. And, since we offer self-service solutions in different combinations of platforms and modular applications, you can create the solution that works best for you, *and* for your customers.

- > **Amdocs Self Service Support** - Provides Web-initiated support
- > **Amdocs Self Service Bill** - Enables advanced e-billing presentment and payment
- > **Amdocs Self Service Order** - Generates revenue through e-sales and ordering
- > **Amdocs Self Service Report** - Gives your customers rich tools for online reporting and analysis of critical service information.

### 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 to improve the back-end processes, to turn sales activities into orders of billable customer services. With the **Amdocs Sales and Ordering** offering, we 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

“Amdocs CRM enables us to offer better customer support, as well as improves employee productivity, helping us grow our services business segment.”

DANIEL CAUWENBERGHS  
ICT APPLICATION MANAGER SERVICES  
TELINDUS



AMDOCS CUSTOMER MANAGEMENT					
Intent-Driven Contact Center / Smart Agent Desktop			Self Service		
Customer Interaction Manager	Script Manager		Self Service Order	Self Service Support	
Multimedia Integrator	Billing Manager		Self Service Bill	Self Service Report	
Customer-Centric Service & Support					
Support	Field Service	Inventory Manager	SLA Manager	Contracts	Change Manager
Sales & Ordering		Real-Time Decisioning			
Sales	Ordering	Marketing Connector	Analytics Connector	Customer Management Reports	

AMDOCS CUSTOMER MANAGEMENT:  
THE MOST COMPLETE CUSTOMER EXPERIENCE SYSTEM,  
DELIVERING A CONSISTENTLY PERSONAL CUSTOMER  
EXPERIENCE EVERYWHERE AND EVERY TIME

### 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. The **Amdocs Real-Time Decisioning** offering helps you find the right way to easily extract and use this information to identify your most valuable customers. Then you can offer them the personalized, positive customer experiences to help you stand out from your competition—for all the **right** reasons...

- > **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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### AMDOCS CUSTOMER RELATIONSHIP MANAGEMENT AWARDS:

2007 PRODUCT OF THE YEAR



2007 ISM TOP 15 CRM  
ENTERPRISE LIST



2007 SERVICE LEADER AWARD



## ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and *intentional customer experience*<sup>™</sup> – at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence.

A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has over 16,000 employees and serves customers in more than 50 countries around the world.

For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

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

### THE AMERICAS:

BRAZIL

CANADA

MEXICO

UNITED STATES

### ASIA PACIFIC

AUSTRALIA

CHINA

INDIA

JAPAN

THAILAND

### EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

POLAND

RUSSIA

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM

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