

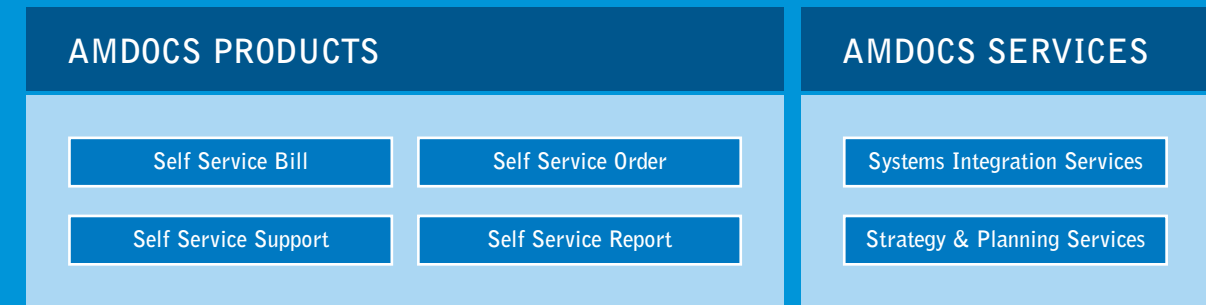


DRIVING SELF SERVICE ADOPTION
CUSTOMER EXPERIENCE BRIEFING – ISSUE 1, FEBRUARY 2007

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AMDOCS MULTI-CHANNEL SELF SERVICE SOLUTION



Customer self service – empowering customers to self-manage significant aspects of their relationship with the service provider – plays an integral part in service providers’ efforts to differentiate themselves from competitors. Self service is especially useful in helping to capture and retain valuable customers – when strategically employed and supported by continual efforts to drive adoption.

The Amdocs Consulting Division highlights factors in this paper that affect adoption of self service portals. Not surprisingly, understanding the customer is critical to successful adoption, as well as implementing the right self service tools in an integrated and consistent environment.

In order to increase self service adoption, we need to look at two dimensions to understanding customers. First, service providers must understand which customers are using the self service portal, as it is currently constructed, and their reasons for using it. Providers may find they have inaccurate perceptions of why their customers are using self service. For example, in one situation we found, through a combination of analysis and research, providers were unaware that their customers were choosing not to buy additional services because tariffs could not easily be separated from handset purchases on the Web. Existing customers were discouraged from upgrading their tariff or adding a new one for an existing family phone. Second, providers need to understand which customers to target for self service and what point they are at in their lifecycle (shopping, buying, upgrading, servicing, information gathering, etc.).

It’s a common strategy for companies to try to move low value customers to lower cost channels like self service. However, Amdocs knows, from experience in working with service providers on self service projects, that high value customers are in fact more likely to take advantage of Web self service channels due to the prevalence of

broadband connections and a higher comfort level with using Web applications. Therefore, a “balanced” self service strategy must be developed – by balancing corporate economics with customer desire or need.

From an operational perspective, the usability of the self service portal is best handled in combination with the level of integration of the portal and other service channels. In this regard, by tightly integrating the self service portal to business support and knowledge management systems, the integration between the contact center and the self service portal will have a far greater impact on self service adoption. Inconsistent, outdated or wrong information delivered from the self service portal will almost always drive the end user to the higher cost service channel of the call center. Once this happens, it’s difficult to bring them back to the self service portal. If this happens on a large scale to many customers, providers lose the cost-saving aspect of the self service portal.

In understanding customer behavior and the patterns of use of the self service portal, analytics are the critical tool for re-launching and continually refining Web self service portals. For customer understanding, analytics help service providers gain knowledge of their customer segmentation and ultimately the customers they want to target and drive to self service or other service channels. From an operational perspective, analytics provide the hard evidence of what’s actually working or failing on the self service portal. “Hits” on various places of the self service portal will not only help refine the functional capability of the portal to address customer needs, it will also provide valuable information that can drive calls to or away from the call center. Unfortunately, while data on self service usage is available, service providers often do not take advantage of the opportunity to learn from it and adjust their self service strategy.

The top tips for addressing self service adoption:

- > Implement a long term plan and a “test and learn” environment. Balance the realities of resources to improve self service with the ability to carry out changes and then learn from those changes.
- > Approach self service as a multi-channel customer experience issue, not as a Web-only technology problem. Combine the call center plan with IVR, retail and Web self service channels.
- > Know your customers and do the analytics. Use the external and internal knowledge that’s generated by your portal to help improve it continually.

For the future, we expect to see greater use and adoption in the near term of one to three years. For residential users, expect to see the medium of self service to shift to mobile devices, which has had very little uptake until now. For corporate self service, we will see an emphasis on defining and delivering “luxury” services, and expect self service to be an integral part of this new, premium offering of customer service.

Lisa Modisette, VP Consulting – Customer Management Service Line, and Michael Duff, Manager – Customer Management Service Line, are customer experience experts in the Amdocs Consulting Division and contributed to this briefing.

LISTEN AND LEARN MORE ABOUT SELF SERVICE

Amdocs offers podcasts, white papers, briefings and product information on customer experience and self service corporate customer needs for business and operational support systems. The podcast and white paper entitled, “Well Beyond the Basics: Self Service for the Corporate Customer” can be downloaded now from the Amdocs web site (www.amdocs.com).

ABOUT AMDOCS SELF SERVICE

The Amdocs Multi-Channel Self Service Solution combines industry-leading Amdocs software applications, focused implementation and systems integration services, and business consulting services that help service providers optimize the performance of self service channels. With more than a decade of experience in self service, Amdocs is a recognized leader in self service for corporate and residential customers of the world’s leading service providers.

ABOUT AMDOCS

Amdocs combines innovative software and services with deep business knowledge to accelerate implementation of integrated customer management by the world's leading service providers. By delivering a comprehensive portfolio of software and services that spans the customer lifecycle, Amdocs enables service companies to deliver an intentional customer experience™, which results in stronger, more profitable customer relationships. Service providers also benefit from a rapid return on investment, lower total cost of ownership and improved operational efficiencies. A global company with revenue of \$2.48 billion in Fiscal 2006, Amdocs has over 16,000 employees and serves customers in more than 50 countries around the world.

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