

intelligence-fueled customer care

How the Amdocs Real-Time Digital Intelligence Platform helps you revolutionize service and support

The demand for predictive, proactive, personalized care

"67% of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain. The rest, they just leave."

Huffington Post, October 2016

Your customers expect you to deliver quick, consistent, effective, even intuitive service, every time, anytime, and anywhere. Yet, with the explosion of communication channels, complex internal care processes, and multiple, siloed business systems and data sources – delivering on these customer expectations can be a great challenge.

Service providers, though, can't afford to deliver anything less. Today's digital consumers are impatient with impersonal and irrelevant experiences. Customer loyalty is harder than ever to earn and keep, and there are so many ways these customers can impact millions of other customers. It's as easy as posting a 140-character tweet.

Intelligent care powered by Amdocs

"Artificial Intelligence (AI), together with data analytics, will augment human-based decision making, while automation will reduce errors and variances in service quality and delivery."

Gartner

aia, the Amdocs Real-Time Digital Intelligence Platform enables service providers to take charge of the customer relationship, and deliver predictive, proactive, and personalized care, all while reducing costs. The result is a win-win customer engagement, every time with every customer.

Intelligent care, powered by aia, is the next generation of customer service enabling you to:



Anticipate customer needs and issues, and proactively engage with them at the right time and on the right channel



Personalize engagements by leveraging machine learning to quickly and effectively address needs on both assisted and unassisted channels



Guide customer service agents, empowering them with real-time data, which enables them to personalize care, accelerate a resolution, and avoid repeat calls

How intelligence transforms customer care

Traditional Contact Center

- Single mode of communication
- Human assisted
- Siloed-channel, Disconnected
- React
- Mass and Static
- One-way

Intelligent Care

- Multi modes of communication
- Human and machine assisted
- Omni-channel, Connected
- Interactive
- Personalized and Contextual
- Collaboration
- Proactive



The 3 steps toward intelligent care

1. From reactive to proactive

ai enables service providers to anticipate customer needs and issues, and proactively engage with them at the right time and on their channel of preference by:



Processing a wide array of real-time customer data aggregated from multiple sources, and applying advanced artificial intelligence capabilities to automatically identify patterns and proactively execute context-specific actions



Predicting the occurrence of potential issues and taking preemptive action to address them and deflect calls



Applying deep-learning on an ongoing basis to identify the common patterns that lead to calls, their root-cause, and how to optimize action



Providing feedback to the AI engines for ongoing optimization



2. Optimized non-human assisted channels

"By 2020, customers will manage 85% of the relationship with an enterprise without interacting with a human being."

Gartner

AI enables personalized customer engagement on unassisted channels using machine learning and advanced AI capabilities to anticipate customer intent and quickly address needs, delivering great productivity gains and cost efficiencies by:



Infusing intelligence into chatbots and voicebots that interact with customers, not only automating responses to basic queries, but also providing answers and solutions that are tailored to the specific needs of the customer



Leveraging Natural Language Processing (NLP) and sentiment analysis to gauge the customer's mindset and route the interaction to assisted channels when sensing that the customer is upset, and not just when the bot cannot access an appropriate response



Applying ad-hoc personalization to offers based on the Intelligent Customer 360 and real-time context of the engagement

3. From skilled agents to empowered agents

The Amdocs solution empowers agents to outperform customer expectations. It provides automated guidance for delivering personalized care, accelerating resolutions, and decreasing repeat calls by:



Auto-detecting the real-time context of the call, retrieving and presenting root-cause insights



Leveraging sentiment analysis to gauge customer intents and better manage each interaction



Equipping agents with the most relevant data from the Intelligent Customer 360 for efficient call resolution



Guiding agents with personalized and contextual recommendations such as dynamic offers, next best action (NBA), and next best offer (NBO)

aia, the Amdocs Real-Time Digital Intelligence Platform

To help you embed intelligence across the organization and transform customer care, Amdocs offers aia, our Real-Time Digital Intelligence Platform. aia includes a unique set of technologies and capabilities that enable service providers to inject intelligence across their business and processes.

The platform combines machine learning, integrated market leading artificial intelligence engines from Amdocs partners, cognitive computing from the Pontis acquisition, the Amdocs Real-Time Data Management Platform, and extensive telco-specific domain marketing expertise. We integrate these advanced capabilities across the Amdocs portfolio for a comprehensive solution that delivers real-time, digital intelligence to service providers in all areas of their business.

aia is comprised of the following major components:

The Amdocs Real-Time Data Management Platform

aggregates, filters, organizes, and analyzes real-time and batch data. This platform is comprised of:

- **The Amdocs Data Hub:** An enterprise-grade, data management platform that leverages the latest Hadoop stack, and enables you to seamlessly collect, store, integrate, and visualize all of your data
- **The Amdocs Logical Data Model (aLDM):** Open and TM Forum-compliant, it is a pre-packaged communications-specific data model that maps multiple data sources, optimizes the data for analytics and reporting, and includes 200 pre-designed reports
- **Intelligent Customer 360:** Collects and integrates real-time and batch data from disparate and diverse data sources to deliver a unified view of the customer to the service provider in the contact center, the sales rep in the store, and for un-assisted support such as through chatbots, robots, and IVR

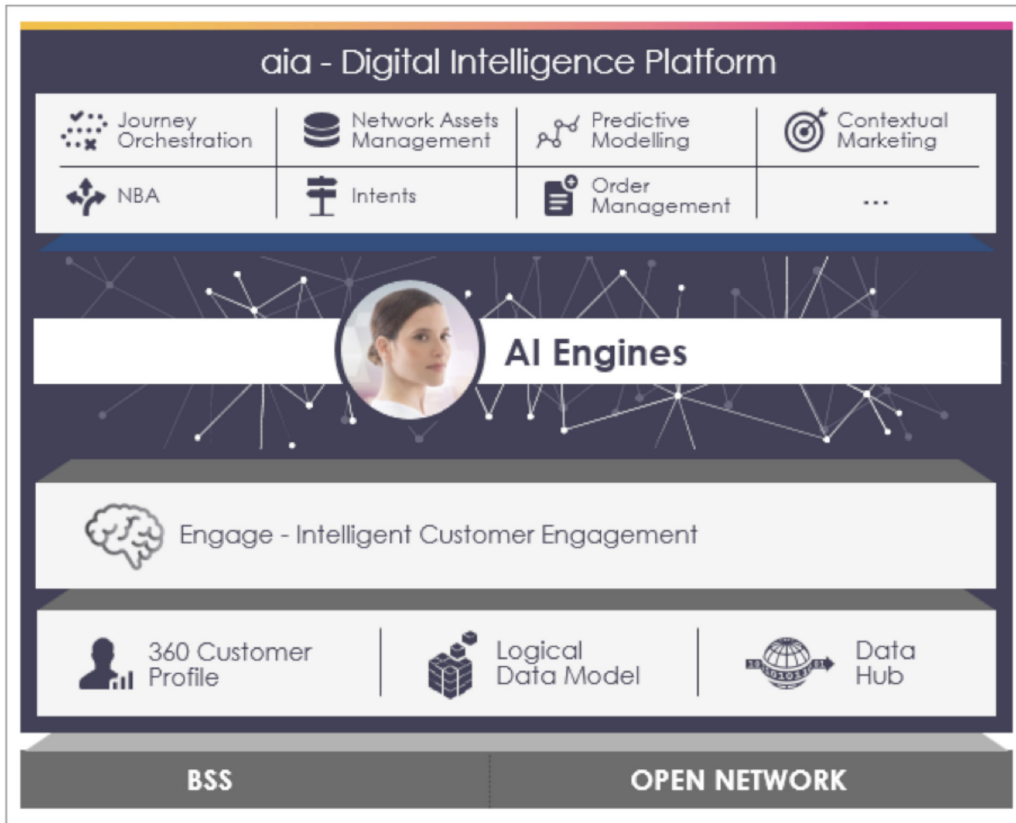
Amdocs Engage, for intelligent customer engagement:

Combines 1st and 3rd party data including CRM, billing, engagement history, web visits, and real-time customer data, applying machine learning and leveraging the Intelligent Customer 360. It enables you to arrive at an accurate and complete understanding of customer needs, preferences, and intents. It also enables you to manage an adaptive customer journey, have personalized and contextual engagements on all channels, and deliver NBA and NBO recommendations to customer facing channels.

Integrated best of breed AI engines: Best of breed engines from IBM and Microsoft, among others, deliver cutting edge capabilities such as machine learning, natural language processing (NLP), and cognitive computing, and more. Through our deep familiarity with your data source systems and the data models, we are uniquely positioned to effectively extract, process, and organize masses of real-time data, including unstructured data that is dispersed across multiple disparate silos. This way, we remove the complexity from turning data into insight and intelligence, enabling the AI engines to unlock the value that is contained in data, which would otherwise be inaccessible.

The Amdocs Chatbot: Embedded with cognitive capabilities that leverage natural language processing and machine learning, the chatbot is pre-trained on the service provider's specific processes and is infused with industry domain knowledge. This enables service providers to create and offer personalized self-service engagements that provide their customers a uniquely exceptional experience.





No more trade-offs

aia enables service providers to avoid the trade-offs that are typically associated with customer care:

- Manage consistent experiences and processes even with the explosion of channels
- Drive down operational costs while increasing CSAT
- Address challenges associated with high agent turnover and training times while reducing costs
- Reduce ticket cycles while optimizing customer experience
- Enable an efficient balance of self-service and contact center care

Benefits

- Decreased average handle time (AHT)
- Increased first contact resolution (FCR)
- Reduced issue escalation
- Decreased call per interaction