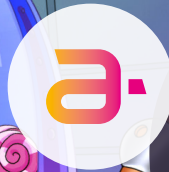




Your customer experience
is as inspiring as your
ability to reinvent it



EXPERIENCE

360

a new way for telco's business to create and control customers' experience and journeys

Communication & media service providers seek to provide their customers a compelling and dynamic, web-scale like omni-channel experience while being able to introduce changes quickly, at low cost with minimum time to market. Yet due to their highly customized, inflexible, and siloed environments, they're being held back by long cycles for introducing changes – resulting in costly changes and uncompetitive time to market.

Experience360 is Amdocs low/no code-based experience platform that enables service providers to configure their customer and agent journeys easily and flexibly in accordance with business needs.

The platform provides:

- Ready-to-use, reusable UI and UX components, flows and views
- Experience APIs that enable the end-to-end functionality of all commerce and care journeys
- Unified framework serving any engagement application or channel to ensure consistent and continuous omni-channel experiences
- Configurable APIs to easily access specific data sources, according to need
- Open and modular platform can scale to support any partner and future engagement channel – whether assisted or un-assisted – including bots, personal assistants and others

Experience360 is a single platform serving all applications and channels, ensuring consistent and continuous experiences.

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Meeting the flexibility needs of today's service providers:

Storybook UI components

Built-in storybook of UI elements can be reused in all views, flows, dashboards, across all channels.

View manager

Metadata-driven views can be reused across multiple pages; configurable per role, profile, channel, and context.

Journey manager

Configure and manage flow steps via drag & drop to serve different channels and profiles.

Dynamic APIs

Dynamically configure and manage selected requests for additional data needed to serve UI & experience.

What is Low/no code?

Low/no code platforms employ visual techniques instead of traditional programming, enabling use by **developers and non-developers** (aka 'citizen developers') alike.

Common features:

- Reusable components
- Drag & drop tools
- Process modeling
- Enables experimentation, prototyping, and delivery of apps within days or weeks

Experience360 is also embedded with unique accelerators to fit your end-to-end needs

AI-driven for personalized & contextual Care & Commerce experiences

Open to partners integration and any back-end system

Application framework for building end-to-end applications

Cloud-native & multi-cloud platform for maximum flexibility

Why Amdocs Experience360?

Simply because it is designed to address the challenges of both today and the future:

- **Empowers business users** to control user experience and minimize IT dependency
- **Fast TTM for real-time release** of new experiences, continuously
- **Reduced cost** of development & operations with **reusable components**
- **Telco-oriented**, low-code platform
- **Integrates with any back-end system**

Experience360 resides within Amdocs' CES21 5G-native BSS-OSS suite as part of DigitalONE – Amdocs' digital enablement suite. As such, it is pre-integrated with DigitalONE's channel applications, as well as its care & commerce engines.