



## Amdocs New Low/No-Code Experience Platform Empowers Telco Business Users to Design Customer Experience

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### IDC's Quick Take

IDC believes that this low-code/no-code experience platform has the potential to make a very positive impact on telcos' omni-channel customer experience and customer journey management, and help them stay competitive in the wider digital marketplace.

### Product Announcement Highlights

On June 23, 2021, Amdocs announced [Experience360](#). This is a low-code/no-code platform intended to enable business users, such as those in marketing or customer care, to configure customer journeys quickly and without IT support.

### IDC's Point of View

Low-code/no-code platforms usually consist of graphical modelling environments and point and click/drag and drop-type configurations. They essentially allow for rapid development and the democratization of development roles for those without coding skills. Anticipated benefits of such platforms across industries include faster time to market, as well as faster upgrades and maintenance of applications, greater innovation, and reduced development costs.

Experience360 is designed as a universal customer experience and journey configuration platform. It interworks with Amdocs' DigitalONE and CES suite, or any BSS, at the back end and at the front with any application and any channel, acting as a unified omni-channel experience design platform. Many of these concepts do not seem entirely new — Amdocs and other vendors have been helping telcos to overcome channel and line-of-business silos and achieve seamless omni-channel experiences with a single customer data view for some time, with growing success. But with this release Amdocs is making cross-channel experience design much easier to do and faster to realize, partly through the overall design of the platform, such as its openness and the fact that it is built from adaptable standardized software, but also crucially through the introduction of low-code/co-code — which is definitely new and exciting, in a telecoms specific platform.

This low-code/no-code element empowers telco business users to get hands-on and become citizen developers, building new personalized and contextual user journeys/customer and agent journeys and experiences themselves. This changes the resources required for introducing new products and offers, for correcting pain points in customer care journeys, for implementing targeted journey changes based on new data. It means the teams that understand the customer journeys and the issues at play can work directly to implement their knowledge and ideas, allowing for experimentation without tying up too much shared resource. Experience360 is also designed to offer full end-to-end journey configuration, enabling users to home in on granular details in journey elements, but also zoom out to view and alter the end-to-end experience, for example requesting data from relevant sources to build contextual

journey steps. It should be able to reduce time to market for new products, offers, and journey changes as described above, partly due to this empowerment of business users and reduced dependency on IT, but also because of other technical aspects of the system such as reusable UI components. Ever increasing agility and reduced time to market are important strategic goals for telcos.

Telcos' core product — connectivity — is essential to almost all digital services, essential to every digital consumer, but it is also easily commoditized, overlooked, or even demonized as the source of problems when digital services go wrong, rather than loved as the essential enabler. Most telcos have a large strategic goal to be digital enablers — they want to be an integral part of their customers' digital lives, to remain relevant to their customers and make their value known, and to grow it. To achieve this, telcos have to both cooperate with and compete with other digital service providers, from niche smart home companies, to entertainment companies like Netflix and Disney, to the giant digital lifestyle providers like Apple and Amazon. These companies are digital natives, and telcos have in the past struggled to match up in terms of customer experience and the ability to respond to changing market conditions and new data, risking being left behind as new trends emerge. IDC believes that tools like this will help not only create but maintain a competitive customer experience, enabling continuing evolution as new customer needs and expectations emerge, or are better understood.

Even if the tool/platform itself is excellent, however, there are still challenges and threats inherent in adopting technology like this. Although the low-code/no-code technology enables business users to make changes without IT support, IT support for the system overall is still required. This may require some careful change management, as there may be resistance to the kind of democratization that low-code/no-code tools enable. This kind of empowerment of business users and democratization of development will require significant changes in established business processes and attitudes to how things are done. Governance will also be incredibly important — empowerment of business users and accelerated time to market can both be very positive to telcos, but not if insufficient governance means they are just new ways to introduce problems, faster. This threat is likely to be one that will make IT departments wary, so bringing IT and business users together to work on systems and governance as a low-code/no-code platform like Experience360 is introduced will be important.

Though it is important for telcos to encourage and enable this shift in mindset, they should welcome the inclusive approach of a tool like Experience360, as it has the potential to help them leap forward in terms of what they can do in customer experience.

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