Amdocs Customer Engagement

Solution Profile

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This paper outlines the Amdocs Customer Engagement solution for communications service providers (CSPs). It is intended to give an overview of the different elements and pillars that form Amdocs Customer Engagement. The paper also discusses the trends driving the adoption of a more customer-centric approach, the technology architecture and principles that underpin the application, and the core benefits and features of connecting and supporting the customers of today and tomorrow.

The changing role of CSPs

Over the past two decades, CSPs have expanded their offerings to cover communications, entertainment, technology infrastructure, home automation and security, and Internet of Things (IoT)-based home, healthcare, vehicle, and energy services. As the volume and variety of services have increased, so have the customer demands to quickly access and control everything in their everyday lives from their smartphone, tablet, or PC. Customers no longer tolerate being forced to interact on a provider's terms and expect the convenience and power of technologies, such as artificial intelligence (AI), that have been embedded into their devices and appliances around the home to be used to enhance their interactions.

However, many CSPs still take a siloed and fragmented approach to servicing customers. Instead of letting customers interact with a single, cross-trained agent that has all their information at the ready, they are forced to interact with a different functional department for each issue they may have, resulting in wasted time and increased frustration.

This fragmented approach to customer care and service has a negative impact on overall CX, a key driver in attracting and retaining customers. Ultimately, good CX can serve as a key differentiator, allowing the organization to stand out above its peers.

Today's CSPs must take a customer-centric, always-available, integrated, and personalized approach to handling interactions to satisfy and delight the digital savvy, demanding customer of today. An alignment of online and offline experiences across their entire journey is required, from the initial marketing touchpoint, to the sales process, and through service and support activities.

Amdocs' approach to CX enhancement

Unlike other customer care applications, Amdocs applies a unified care approach to align people, processes, and channels. A unified platform that supports multiple, mixed communication and messaging channels, contextual and personalized engagements with customers, and enhanced automation to simplify human agent work allows agents to focus on more complex requests and issues and foster a deeper level of engagement with customers.

Amdocs' unified care approach incorporates key CX principles with the following elements:

CX Principle	Amdocs' Approach	Key Elements
Be ready to fully engage with the customer	**Engagement through all channels:** Organizations must be focused on truly engaging with their customers throughout the customer's journey, both online and offline, understanding their needs and desires, their preferred methods of interacting with the organization, and anticipating the next-best action, based on their previous actions or choices.	Organizations can collect data on their customers and their interaction histories, allowing full personalization of the experience for each individual customer. Next best actions are generated by the CX system, based on the identified intent of the customer. Intent can be predicted based on customer data, individual purchase history and past behavior, or translated in real-time from the customer's speech.
Know and care about the customer	**Taking a holistic, 360-degree view of the customer approach:** Meeting and exceeding the expectations of customers today requires putting the focus on the customer, rather than the transaction, and taking a proactive and predictive approach to addressing the needs of the customer.	CSPs are able to know who their customers are, how they feel about the organization, and what their individual customer journey looks like, regardless of the channel they use for communication. Comprehensive data on each customer and their previous interactions is readily available, so the system can help the agent listen actively to understand the customer's intent and emotional state, and then provide the next best actions to address the customer's immediate and future needs with empathy and full personalization.
Enable 24/7, multichannel touchpoints	**A prompt response:** All marketing, sales, and service requests and inquiries are addressed quickly, through the customer's preferred channels.	Customers are able to reach their provider any time of day, through the communication channel of their choosing. Customers can begin an interaction through one channel, and seamlessly switch to another, without needing to repeat information or spend an unreasonable amount of time re-verifying basic account information. This reduces the average handle time (AHT), thereby saving the customers time and reduces aggravation.

CX Principle	Amdocs' Approach	Key Elements
Support automated and AI-driven self-service options	**Integrated, cutting-edge technology:** Enhanced data insights and automation requires the use of embedded AI and machine learning (ML) technology, as well as an integrated and open system that can support seamless omnichannel interactions (see the spotlight boxes).	Automation and intelligent agents enabled by AI allow customers to handle routine or basic tasks, with little human intervention. Customers often prefer these interactions, as they do not need to queue up to speak with a live person and can often accomplish tasks far more quickly than through a traditional voice-based human interaction.

Addressing the customer care challenges of today's CSPs

Amdocs Customer Engagement enables the CSP to provide seamless, consistent, and efficient customer connections via live agents, AI-driven self-service tools, or a combination of both types of interactions. The application leverages account and customer journey data to provide contextual and relevant connections to the providers' products and services.

A unified approach

Amdocs Customer Engagement is a cloud-native modular application for retail, frontline, or back-office personnel that leverages Amdocs Microservices Management Platform, Amdocs' full end-to-end carrier-grade microservices cloud development platform that accelerates cloud technology and DevOps adoption at scale. Amdocs Customer Engagement is based on a unified infrastructure and provides true omnichannel communication support, including seamless handoff between channels. The application allows a CSP to manage all care and commerce and back-office functions within one platform, while supporting a contextual agent experience for every user profile and across any channel.

Built on a flexible platform, allowing full integration and configuration

Amdocs Customer Engagement is built on Amdocs Low-code Experience Platform, an omnichannel, configuration-driven user interface (UI) platform designed to provide a consistent and contextual user experience across commerce and care activities. It features a set of tools to control all aspects of the user experience using a generic no/low-code environment, suitable for use by both developers and business operations professionals. Key information can be passed through and shared via standard open application programming interfaces (APIs) in line with the TM Forum's Open Data Architecture (ODA) framework. In this

way, information formerly held in isolation in different silos of the organization can be integrated together to support maximum engagement and quality of service (QoS).
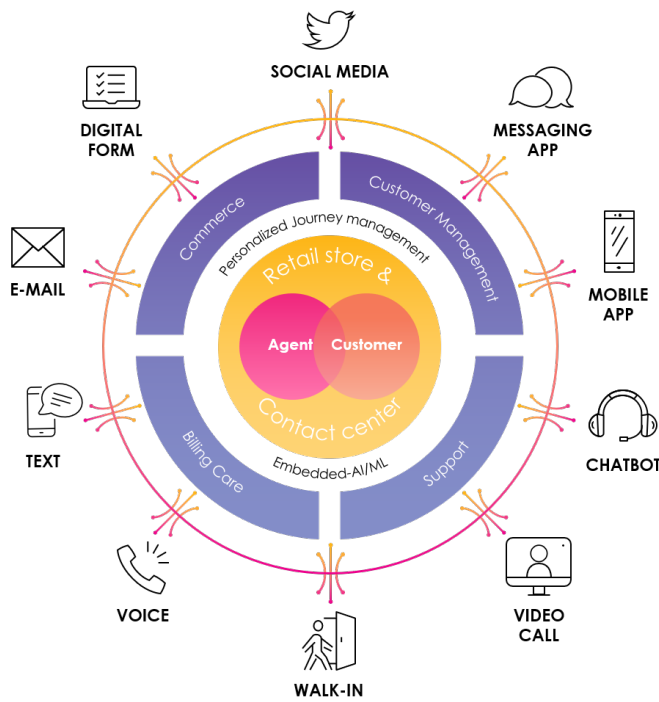
Built on a modular, scalable, and flexible infrastructure

Information formerly held in isolation in different parts of the organization can be integrated and incorporated into the business logic for customer profiling, channel applications, customer journey configuration, and all aspects of customer care and commerce activities, including shopping cart, ordering, care/case management, interaction management, and billing care. Because it is fully cloud-native, Amdocs Customer Engagement can be deployed on any public cloud, on-premises, or as a hybrid solution.

Management of all care and commerce needs

The line between care and commerce has been blurred, and CSPs require an application that can allow agents to bridge these functions, often within a single customer touchpoint. Amdocs Customer Engagement allows the CSP to efficiently manage all aspects of the customer relationship from a single application, including:

Interaction management:

Amdocs Customer Engagement allows the agent to manage interactions with customers through all channels quickly and efficiently.

- Speech-to-text tools can create, populate, and finalize interactions automatically or manually.

- The application provides support for incoming or outgoing interactions, multi-topic interactions, and multichannel sessions.

- Interactions can be transferred or linked between multiple agents or individuals.

Commerce:

Amdocs Customer Engagement manages commerce journeys for both existing and anonymous customers, based on historical data and machine learning-based predictions on future behaviors.

- The application supports additional lines of business, including home phone, TV, and internet service with multi-play bundles, embedded promotions, and omnichannel purchases as well as persistent shopping carts for channel handover.

- Amdocs Customer Engagement supports complex commerce scenarios, including service upgrade and downgrade, replace and amend.

- Mobile prepaid, mobile postpaid, or standalone transactions are supported.

Billing care:

Amdocs Customer Engagement manages billing data and activities for all customer types.

- The application supports flexible customer/financial account/billing account relationships.

- Views of billing, charges, and payments are supported, as are views for prepaid top-up and balance, credits, disputes, and refunds. Each view can be embedded with automated policies and rules.

- The application can connect to any biller via an API facade and is pre-integrated with Amdocs billing.

Case management:

Amdocs Customer Engagement supports automatic case handling through workflow definition over Camunda BPM, predefined business activities for dynamic case workflow, and smart routing between agents and workgroups.

- The application incorporates a built-in service-level agreement (SLA) mechanism, and allows automatic escalations, notifications, and other actions on SLA violations.

- Integration with existing knowledge management systems enables contextual searching for the most relevant case solution.

Customer-centric design

Amdocs Customer Engagement allows CSPs to manage the entire customer journey, through all channels (online and offline, assisted and unassisted, current and future), and all lines of business. A product can be defined by using business terminology, eliminating the need for technical coding. CX professionals can configure the application using a low-code rule builder, configuration data binder, and journey manager, allowing them to control all aspects of the user's experience, including a customizable UI. Frontend developers can create UI elements using Storybook, an open-source development tool, as well as create CSP-specific widgets or adding AI to create a hyper-personalized CX.

Transforming CX through processes and technology

Incorporating and deploying good CX principles can only be achieved through a total organizational transformation. Amdocs Customer Engagement brings data from all functional areas (marketing, sales, billing, payment, support, and customer loyalty) together so it is accessible to all channels under a unified ecosystem. Third-party partner applications and technologies are supported via APIs to ensure all data can be incorporated into Amdocs Customer Engagement.

AI technologies are embedded into Amdocs Customer Engagement and Amdocs Low-code Experience Platform, including machine learning, natural language processing, and cognitive computing capabilities.

Self-service versus live agent

Amdocs Customer Engagement allows the CSP to segment the customer care tasks into complex needs, which are best handled by live agents, and simpler or more data-driven tasks, which can be solved through AI-powered automated tools and channels. AI technologies are embedded into Amdocs Customer Engagement and Amdocs Low-code Experience Platform, including machine learning, natural language processing (NLP), and cognitive computing capabilities, and are integrated with Amdocs' Real-Time Data Management Platform and extensive telco-specific domain marketing expertise. These advanced capabilities can deliver real-time digital intelligence to service providers.

The modular and flexible architecture of Amdocs Customer Engagement and Amdocs Low-code Experience Platform allows the CSP to determine which tasks should be automated, and which should be handled by live agents. Further, this architecture allows data from any business unit or functional area to be quickly accessed and used wherever it is needed. Amdocs Customer Engagement also supports the creation of a customizable and context-driven dashboard for each customer, enabling the most relevant and pertinent information to be always available, across any channel.

Each of these paths allows the customer to switch between them seamlessly, reflective of a channel-less mindset that elevates the needs and preferences of the customer.

Embracing open standards for flexibility

The open standard design and architecture principles behind Amdocs Customer Engagement and Amdocs Low-code Experience Platform permit more flexibility and expandability to meet the needs of CSPs today, and in the future. True omnichannel experiences can be created and modified as needed, to provide the "wow" factor required to deliver a great user experience. Perhaps most importantly, Amdocs Customer

Engagement is built on decades of experience working with both major and upstart CSPs, ensuring that the tools and applications meet the specific needs of telecommunications providers.

Other vendors' solutions are hampered by a proprietary approach to development and integration with other applications and toolsets, thereby locking the CSP into a single vendor solution. A lack of the ability to choose any cloud provider restricts the flexibility required by most CSPs to choose the solution that is most appropriate for them. Further, many leading solutions are unable to support true omnichannel communication with a seamless hand-off between channels, or between automated, AI-based self-service tools and live agents.

Meeting CSPs' expectations for handling complex, customer-focused interactions

Whether they are digital natives or digital converts, today's customers have significant digital experience across different brands, applications, businesses, and services. They understand good service and value and expect it from every provider.

Internal and external consistency of service across all channels and products, combined with accelerated speed and efficiency, is the key to CSPs' success in a rapidly changing, digital-focused economy. Hiding the complex technology, while exposing the flexibility of services allows CSPs to develop their own value-added services and bring along partners and customers.

Most notably, CSPs must shift to a customer-focused view, instead of a technology- or process-centric one, especially in light of customers' increasing level of digital sophistication. Whether they are digital natives or digital converts, today's customers have significant digital experience across different brands, applications, businesses, and services. They understand good service and value and expect it from every provider. Switching is easy, as numerous options are available in nearly every market.

Amdocs Customer Engagement allows the agent of today and tomorrow to handle complex interactions, including multiple unrelated tasks within a single interaction, such as needing to resolve a billing issue or a technical support question. It is a powerful, holistic, and integrated application that supports more efficient interaction and personalization, without the technological and procedural barriers of the past. These interactions feature more opportunities for deeper engagement, relationship building, and incremental sales, and can improve overall CX, satisfaction, acquisition, and retention rates.
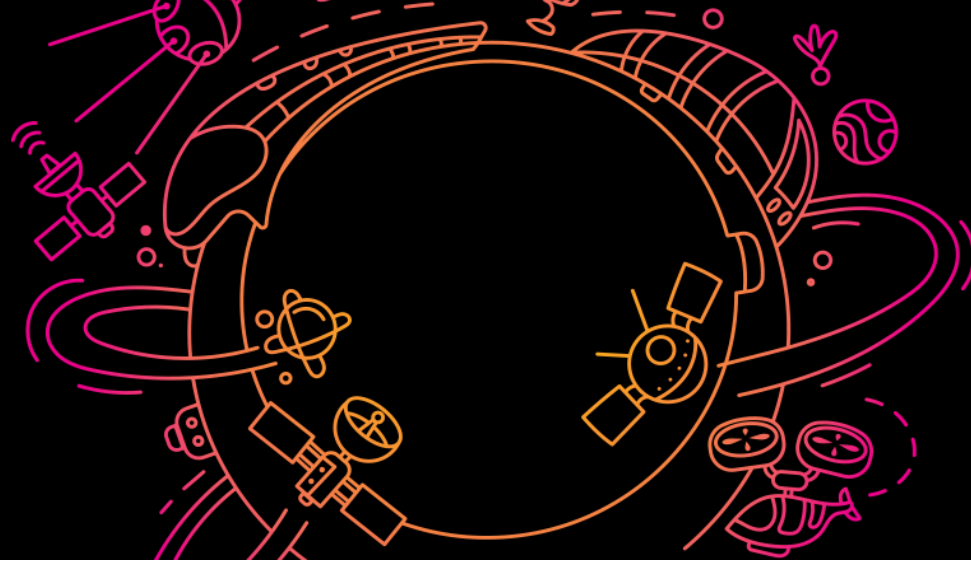
Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and enterprise customers. Our 28,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations. Listed on the NASDAQ Global Select Market, Amdocs had revenue of $4.3 billion in fiscal 2021. For more information, visit Amdocs at www.amdocs.com

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