

Amdocs Customer Engagement



Amdocs
Customer
Engagement

With customers' lives increasingly revolving around digital technologies, they expect to be served by skilled and knowledgeable agents who can rapidly anticipate their needs and resolve them in the quickest possible manner.

Indeed, recent studies have found that growing volumes and varieties of communications services have been accompanied by a 20% YoY increase in demand for human assistance. At the same time, customers rank skillful and knowledgeable agents as the #1 parameter for an excellent customer experience.

The key lies in the ability to support a customer-centric, always-available, integrated and personalized approach to interactions.

With the sheer number of options to choose from, communications service providers require advanced innovative systems that are capable of supporting the tasks at hand.

Amdocs Customer Engagement is **a single and modular application that enables contact center and retail store agents to manage all aspects of the customer relationship** and provide the amazing, WOW experience customers demand.

With support for **all care and commerce journeys** including complex flows across frontline and back-office functions, the app enables contextual agent experiences, empowering agents to amend, upgrade, downgrade or suspend services across any line of business from one place.

Telco-specific

Hundreds of out-of-the-box telco-specific processes and practices.

Embedded AI

Ready-to-use AI/ML-led telco-specific use cases for intelligent recommendations and insights.

Contextualized agent experiences

Low/no code visual experience configuration enables role-based UI/UX design for a contextual agent experience.

Empowers care agents

Business-driven AI-led automated flows power streamlined experiences over any channel driving care to sales.

Cloud-native & cloud-agnostic

Deploy on any cloud: on-premise, private or public cloud.

Combined with a **true omnichannel** experience, including seamless handoff between channels, as well as **embedded telco-specific AI/ML use cases** and **enhanced automation**, the application delivers personalized, streamlined and more efficient support that can be tailored to every customer's individual needs.



Amdocs Customer Engagement addresses both current and future challenges, incorporating **next-gen tools** designed for the complex and multi-tasking nature of the future agent's role. Examples include speech-to-text tools to populate and finalize interactions, multi-topic interactions, multi-channel sessions and more.

It also utilizes **Amdocs Low-Code Experience Platform**, which enables easy customization of the agent experience – using flexible **drag & drop, business-led configurations**, including flows, views, and permissions for each individual user profile, allowing agents to determine the best approach for every engagement and ensure the best possible customer experience.

Furthermore, with an **open and standardized** architecture, Amdocs Customer Engagement integrates with any system and partner, as well as with any internal or external data source. This enables data from any stakeholder's systems to be incorporated into the service provider's business logic for use in customer profiling, channel applications, customer journey configurations, as well as all aspects of customer care and commerce activities – including shopping cart, ordering, care/case management, interaction management and billing care.

Amdocs Customer Engagement enables you **to efficiently manage all aspects of the customer relationship from a single application**, including:

Interaction management

Manage interactions through all channels quickly and efficiently:

- Speech-to-text tools enable agents to create, populate and finalize interactions automatically or manually
- Supports incoming or outgoing interactions, multi-topic interactions and multichannel sessions
- Transfer or link interactions between multiple agents

Commerce

Manage commerce journeys for both existing and anonymous customers, leveraging historical data and machine learning-based predictions on future behaviors:

- Supports additional lines of business, including home phone, TV and internet service for multi-play bundles, embedded promotions and omnichannel purchases with persistent shopping carts for channel handover
- Supports mobile prepaid, mobile postpaid and standalone transactions
- Supports complex flows, allowing agents to amend, upgrade, downgrade or suspend services across any lines of business

Billing care

Manage billing data and activities for all customer types:

- Supports flexible customer/financial account/billing account relationships
- Supports views of billing, charges, payments, prepaid top-up and balance, credits, disputes and refunds; each view can be embedded with automated policies and rules
- Connect to any biller via API facade and pre-integration with Amdocs Billing

Case management

Automatic case handling through workflow definition over Camunda BPM, predefined business activities for dynamic case workflow, and smart routing between agents and workgroups:

- Built-in service-level agreement (SLA) mechanism, with support for automatic escalations, notifications and other actions on SLA violations
- Integration with existing knowledge management systems enables contextual searches for most relevant case solutions

Any customer type

Any line of business

Any interaction channel

