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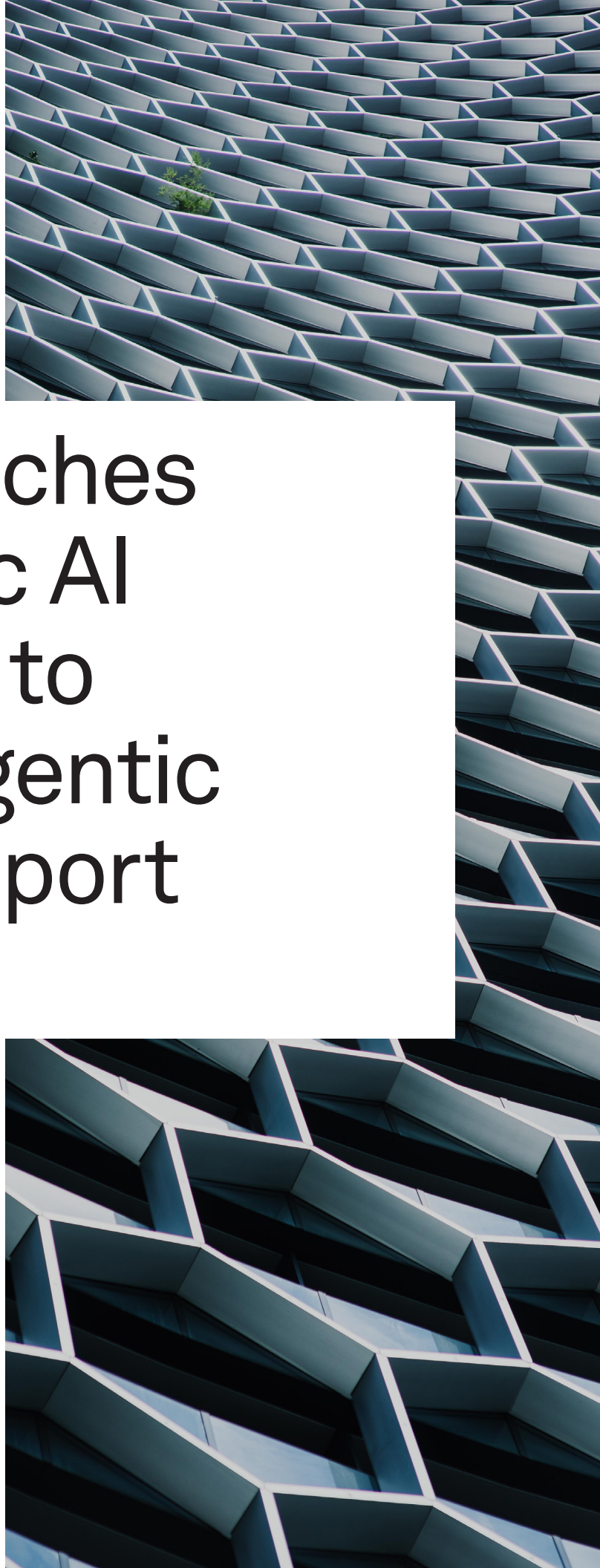
Amdocs launches telco-specific AI agents, aims to provide an agentic business support system

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by Sheryl Kingstone

The company offers a customer experience platform that integrates AI-driven capabilities with telecom engagement processes, using select Microsoft Dynamics 365 apps for part of the offering to improve real-time personalization and context-aware customer engagement.

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Introduction

Amdocs Ltd. offers a customer experience platform that integrates AI-driven capabilities with telecom engagement processes, using select Microsoft Corp. Dynamics 365 applications to improve real-time personalization and context-aware customer engagement, powered by generative AI agents across different customer channels. Amdocs' platform leverages recent additions for GenAI and autonomous agents to streamline customer interactions and enhance operational efficiency. By embedding AI agents across various applications, Amdocs aims to provide automated experiences for business-to-business and consumer segments. It incorporates predictive AI and conversational AI, enabling proactive identification of potential friction points and offering actionable insight. The integration with telco-verticalized Dynamics 365 apps enhances the platform's functionality and user experience, supporting a range of telecom-specific use cases.

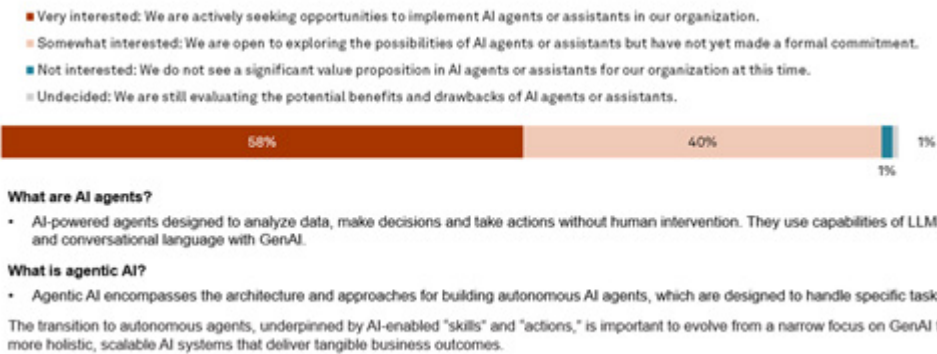
THE TAKE

Amdocs is embedding advanced AI and GenAI capabilities across its customer engagement ecosystem. It is transitioning its traditional business support system into an agentic BSS for telecommunications, where proactive specialized AI agents handle customer and network-facing processes with human oversight. This evolution represents a fundamental shift from reactive, application-centric operations to a unified, intelligent experience that scales dynamically with user needs. The company's domain-specific approach, powered by telco-verticalized GenAI agents, enables real-time personalization to improve customer engagement across all customer touchpoints. Amdocs' strategy prioritizes the integration of predictive analytics and real-time inference within its agentic layer, underpinning everything from marketing personalization and dynamic pricing to automated order processing. These developments indicate that Amdocs aims to reduce operational friction, improve responsiveness and enable tailored customer interactions across multiple business functions. However, the scale and practical integration of these capabilities remain critical variables. While the emphasis on leveraging proprietary AI innovations shows promise, the true impact will hinge on how well these systems translate into consistent performance improvements and enhanced agility in complex telecom environments.

Context

Amdocs' agentic experience vision includes autonomous AI agents guiding customer journeys, proactive care engagement and integration across sales, care, marketing and network domains. The goal is an agentic business support system where business processes are handled end-to-end by specialized agents. Our Voice of the Enterprise: AI & Machine Learning, Use Cases 2025 survey indicates that 58% of businesses show strong interest across the board in using AI agents.

Businesses show strong interest across the board in using AI agents



Source: 451 Research's Voice of the Enterprise: AI & Machine Learning, Use Cases 2025.
Q. How interested is your organization in exploring the potential of AI agents and assistants to enhance your operations?
Base: All respondents (n=1,006).
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The telecommunications industry, while slightly more concerned, still has 47% very strong interest in adopting AI agents. We originally wrote on Amdocs’ platform to innovate telco interactions with its Customer Engagement Platform. The company provides tools and platforms that enable service providers to enhance customer engagement, streamline operations and innovate their service offerings. The combined products of the Amdocs-Microsoft partnership support key functions within the operations/business support system (OSS/BSS) stacks built by Amdocs, but with important assets seamlessly integrated with Microsoft Dynamics 365 and verticalized for telcos by Amdocs, leveraging Microsoft’s AI, cloud and automation capabilities along with Amdocs’ portfolio of capabilities.

Amdocs’ composable platform, which is focused on a configuration-led, business-user-controlled model via low-code tools has been investing heavily in AI and machine-learning (ML) technologies to enhance its product offerings. The integration of AI capabilities allows Amdocs to provide advanced analytics, automation and personalized customer interactions. The company’s commitment to innovation is evident in its development of AI-driven capabilities, such as autonomous agents and predictive analytics, which are designed to optimize business processes and improve operational efficiency.

Product

Amdocs has made substantial advances in its AI and generative AI capabilities, focusing on AI agents for an agentic BSS. The platform embeds domain-specific GenAI agents across care, sales and ordering processes optimizing efficiency, personalization and responsiveness for CSPs. Amdocs has integrated AI and GenAI capabilities across various facets of the customer experience, enhancing marketing, customer care, sales and commerce and ordering processes. In marketing, AI-driven insights are used to create dynamic customer journeys and launch campaigns across multiple channels. The platform leverages predictive modeling to optimize pricing strategies, enabling marketers to simulate different scenarios and receive recommendations for the most effective price points. This approach not only enhances campaign effectiveness but also ensures that marketing efforts are tailored to meet the specific needs and preferences of customers.

In the realm of customer care, Amdocs’ autonomous AI agents are embedded within the platform to proactively identify potential friction points and initiate care engagements when necessary. These agents are capable of handling billing-related complaints and other customer inquiries, significantly reducing handling times and repeat call rates. By automating case management tasks and maintaining context, AI agents ensure that customer issues are addressed efficiently and effectively, enhancing overall satisfaction.

Sales processes are also transformed, where AI sales agents perform serviceability checks and generate tailored offers. These agents are equipped to proactively cross-sell and upsell, leveraging flexible monetization options to maximize sales opportunities. The integration of AI into sales processes streamlines the proposal-to-agreement workflow, making it more efficient and reducing the time required to close deals. This automation not only improves sales performance but also enhances the customer experience by providing timely and relevant offers. The AI-assisted catalog has evolved into an insight-driven system supporting dynamic pricing simulation, contextual offer comparison and real-time optimization. Using predictive modeling, the system can recommend optimal price points based on competitive landscape, geographical factors and customer data, for example, adjusting pricing strategies when competitors enter or exit specific markets. B2B modernization is also a key pillar of Amdocs' strategy, with CPQ Pro streamlining the proposal-to-agreement process. These capabilities support large-scale, complex enterprise deals as well as smaller engagements, enabling tailored offers and improved time-to-market agility for service providers.

Amdocs also built capabilities to automate and optimize order management processes. AI agents are responsible for conducting serviceability checks, validating orders and ensuring that customers receive what they have paid for. The platform's AI-enabled incident prediction and network operations agents allow for real-time problem-solving, delivering a seamless and automated experience for midmarket B2B customers. By automating simple engagements and optimizing order handling, Amdocs ensures that commerce and ordering processes are efficient, accurate and customer-centric.

Amdocs has developed an open, modular telco-verticalized data, AI & GenAI platform called amAlz. This layer is designed to enhance the functionality and efficiency of AI agents by integrating domain-specific knowledge and workflows. The agents within this layer are equipped with the necessary skills to navigate complex business processes, whether it involves sales, customer care, marketing or network operations. By connecting these agents to various workflows, Amdocs ensures that they can perform tasks with precision and accuracy, leveraging both structured and unstructured data to inform their actions. AmAlz underpins cross-journey orchestration, connecting agents across care, commerce, sales and ordering and also provides agent-to-agent communication, data access and observability.

The reasoning capabilities within the agentic layer are a critical component of Amdocs' AI strategy. While Amdocs collaborates with Microsoft and OpenAI, the platform is designed to run on any large language model, providing customers with flexibility to choose their preferred language models or bring their own LLM implementations based on their specific requirements. The reasoning engine allows agents to make informed decisions based on the data they have access to, ensuring that they can respond to customer inquiries and operational challenges effectively. This reasoning process is supported by a robust framework that includes APIs and dynamic integration between data and workflow engines, enabling seamless communication and collaboration between agents.

Competition

Amdocs faces competition primarily from established BSS vendors like Huawei, NetCracker, Oracle Corp. and Telefonaktiebolaget LM Ericsson, which offer some overlapping customer engagement capabilities and are beginning to develop AI agents to enhance customer experience in the telecommunications industry. While Salesforce Inc. has historically pursued the telco vertical, it is not a BSS provider. It is developing industry-specific AI agents, but does not offer the same capabilities as Amdocs does. We see the key differentiator not in basic AI capabilities, but in the depth of telco-specific use cases, cross-domain agent orchestration and business-driven configurability.

SWOT Analysis

STRENGTHS Amdocs has a strong vision for agentic BSS, which leverages its comprehensive digital suite, built for telecom. It has extended that expertise to enable cross-journey agentic orchestration with embedded AI agents. Its recent focus on enhancing AI and GenAI functionalities — through advanced data aggregation, predictive analytics and an agentic layer with strong domain-specific reasoning — positions it to deliver actionable insight and operational efficiency across customer experience.	WEAKNESSES The industry suffers from a lack of standards to define agent governance, which creates ambiguity among stakeholders and complicates integration with existing legacy systems. This uncertainty in purpose and functionality hinders consistent adoption because different parts of the organization may not have clear understanding of processes, making it difficult to derive uniform operational benefits.
OPPORTUNITIES The ongoing digital transformation in the telecommunications sector presents significant growth prospects for Amdocs. By leveraging its AI-driven capabilities and enhancing its agentic layer, it looks well positioned to capture emerging markets in B2B, commerce and customer engagement. There is also the potential expansion beyond connectivity and into new revenue streams and B2B approaches.	THREATS Amdocs must continuously refine its technology, particularly its AI and agentic layers that include domain-specific reasoning and platforms, to sustain competitiveness. Continuous investments in AI-driven insight and customer engagement tools will be key to differentiating its offerings as the dynamic landscape intensifies innovation across competitors.

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