

End-to-End B2B Engagement

Overview

The B2B market represents a significant growth opportunity for communications service providers (CSPs), enabling them to monetize advanced network capabilities and expand beyond connectivity into high-value ICT solutions.

But CSPs have struggled to capitalize on the sector's potential. Fragmented commercial processes and disconnected systems across sales, ordering, renewal, and service journeys create friction, slow deal cycles, and increase cost to serve.

The Amdocs Customer Engagement Platform, developed in partnership with Microsoft, brings clarity and consistency across the customer lifecycle, including marketing, commerce, sales, ordering, and customer service, supported by domain-specific GenAI agents that bring agility and flexibility to B2B engagements.

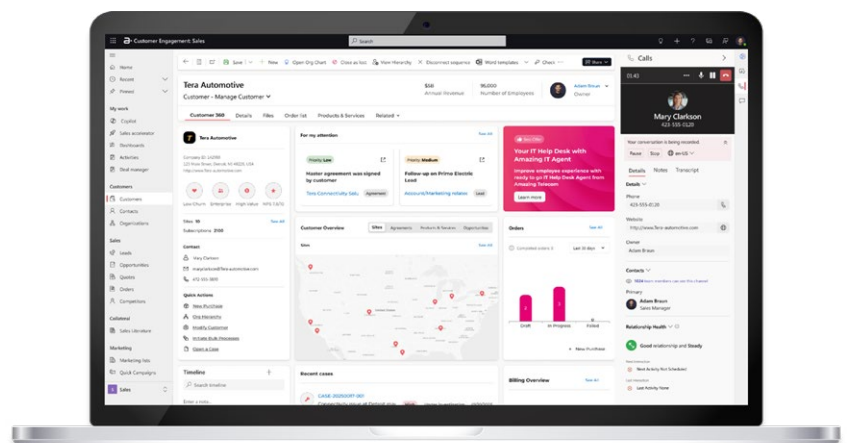
It is supported by Amdocs' peerless software delivery capabilities, cloud operations and accountability model to ensure CSPs can deploy and operate quickly and smoothly.

Telco-native Commerce and Care

Purpose-built for the complexity of B2B telecom, the Customer Engagement Platform combines a telco-verticized implementation of Microsoft Dynamics 365 with Amdocs' CatalogONE, CPQ Pro, Order Management, Care, and Low-Code Experience Platform to deliver a fully integrated commercial stack.

Unlike generic, cross-industry software, it is designed to address the complexity of telco B2B deals, such as serviceability, solution configuration, complex pricing and discount parameters, bulk and mass activities, and more. It also supports organizational structures including hierarchies, parent/child relationships and merge or split units, to support enterprises as they buy and manage services throughout the full term of a contract.

Building on Amdocs' extensive telco experience, Customer Engagement Platform is also designed to integrate seamlessly with a CSP's fulfilment and billing systems, to ensure customers get what they've bought, when they need it, with first-time-right bills.



Agent-driven Engagement

Bringing together the best of Amdocs and Microsoft, the Customer Engagement Platform is agent-driven to enable CSPs to shorten sales cycles and improve win rates, as well as streamlining configuration and order management.

Microsoft-powered agents support:

- Autonomous lead qualification
- Intelligent case creation and updates from chat, voice, and messaging
- Natural-language data exploration

Powered by aOS Cognitive Core, Amdocs' configuration and quoting agents enable:

- Automated proposal creation based on opportunity data
- Real-time configuration and pricing optimization
- Profitability analysis with "what-if" scenario modeling
- Agreement modification based on existing contracts

These capabilities shorten sales cycles, boost win rates and improve care – while delivering full commercial control.

Any Product, Any Customer, Any Channel

The Customer Engagement Platform enables CSPs to serve multiple B2B segments, enabling them to fully capitalize on any B2B growth opportunity. CSPs can bundle connectivity, software, hardware and services to create tailored solutions that align with enterprise customer needs. It also supports the sale of partner products, enabling CSPs to further enrich their B2B portfolios.

It can also meet the requirements of different B2B customers by size, from the high-volume SMB market to highly complex multinationals, with agent-driven automation ensuring that CSPs can scale their operations profitably.

The Customer Engagement Platform supports harmonized multichannel engagements, using a unified customer view to deliver a consistent, continuous, and coherent experience across assisted and self-serve channels.

B2B Portfolio

Amdocs Customer Engagement Platform forms part of a portfolio of agent-driven B2B software that spans the entire customer lifecycle, from marketing and sales through delivery to monetization and care. It supports connectivity and beyond connectivity products, enabling communications service providers to engage effectively with customers and grow their revenue with rich B2B solutions.

Amdocs B2B Portfolio is powered by aOS Cognitive Core, a generative AI technology foundation with pre-built telco-specific agent libraries and actionable insights. Open by design and based on industry standards, it enables CSPs to accelerate any generative AI strategy while ensuring telco-grade security, compliance, and observability.

