# amdocs

# amdocs digital experience
## success stories

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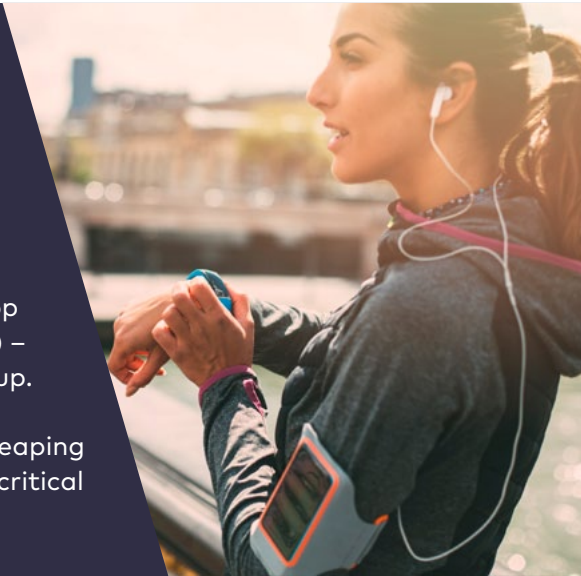
# amdocs

# amdocs digital experience

At the heart of any digital strategy and transformation is the customer. Every service provider understands that today's customers expect no less than the superior experiences that digital can provide.

It is a simplified experience that is contextual and consistent across all touchpoints, applications, and devices. It is intuitive, aligned with customer wants, needs, and channel preferences. And, with over the top OTT players delivering on these needs (and often outperforming them) – service providers are seeking a customer-first transformation to keep up.

Accordingly, service providers need a simple and expedited means for reaping the benefits of an impactful digital transformation, without replacing critical back-end systems and overturning countless internal processes.

## amdocs DigitalONE

### Improve Customer Experience
- Connected with customers' digital lifestyles
- Premier experiences on every channel
- Preferred mix of virtual and live-agents
- Integrate digital and social into traditional channels, for omni-channel experience

### Enhance Business Agility
- Efficient transformation on any BSS
- Accelerate time-to-market via cloud-native, microservices platform
- Digital commerce for communications, partners and hard goods
- Quick onboarding, bundling, and launching of services

### Grow Revenue & Reduce Costs
- Convert care engagements into a personalized and contextual commerce opportunity
- Automatically scale to perform at peak demands
- Increase self-service adoption to decrease cost of assisted channels
- Automate care and commerce by routing engagements to virtual-agents



DigitalONE vertical view

Self Service

Complete Digital Enablement Platform

Omni-Channel
Design-led experience

Widgets
For any UI
Commerce | Billing Care | Support | Customer Care | Digital Plug-Ins

Micro-Services
Full customer lifecycle
Order Capture | Order Handling | Catalog | Commerce | User Mgmt | Customer Profile | More
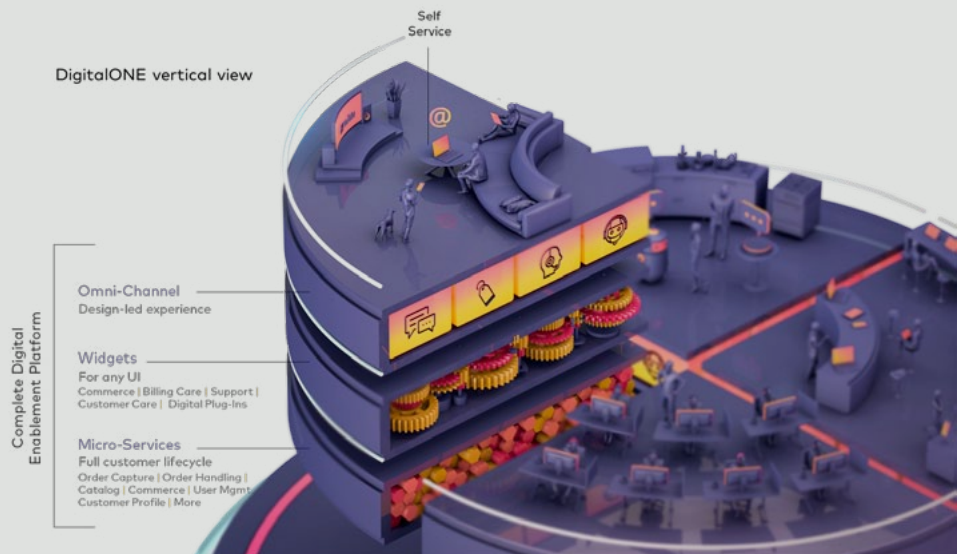
# CSPs going digital: amdocs global footprint

On device activation over legacy

Omni-channel widgets across all systems

Mobile self care and E-Commerce digital platform

**Sprint**

Charging control at customers fingertips

Simplify user Wi-Fi adoption for occasional users

Enrich self-service onboarding

**Telefónica**

full transformation to maximize business agility

Tablet application to support retail stores selling triple-play

Full business transformation

**tel**

Retail engagement modernization

**Singtel OPTUS**

Transformation of digital layer across channels

Retail sales transformation journey

Introduce omni-channel experience

Empower retail to convert care into commerce

**XL**

# amdocs

# modernizing the retail commerce and care experience

**tel**

**Bulgaria**

## Benefits

Time-to-market in **8 months**, using design-led thinking

**Reduced** agent training time

**Decreased** in store average handling time

**Optimized** business process steps

> Teaming with Amdocs helps us to further accelerate our digital transformation journey and enhance our ability to create outstanding experiences for tomorrow's massively connected, always-on customers.

**Alexander Dimitrov,** Chief Executive Officer at Mtel

## Business Objectives

**Modernize retail agent experience**
- Reduce months of training time for new agents
- Avoid customers leaving before orders are completed

**Optimize business processes**
- Streamline number of clicks & screen for commerce interactions
- Reduce the average handling time
- Upgrade CRM user interface to be optimized for digital experience

**Provide full view of the customer for retail agents**
- Use simplified and intuitive format to understand the customer

## Digital Solution

**Retail agent web application**
- Simplified shopping flows
- Enhance shopping experience for new and existing customers for multi-play services
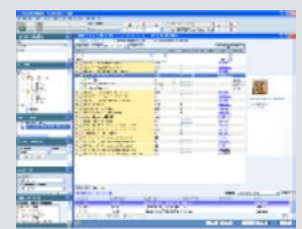
**Customer 360° view solution**
- Contextual interactions between customers and agents

**Omni-channel experience layer**
- Digital enablement using Amdocs DigitalONE, on top of Amdocs Ensemble and CES 7.5
- Leverage for contact center and self service

Before

After
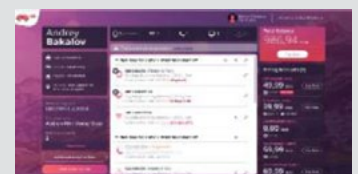
## About

Mtel, also known as 'Mobiltel', is a multi-play operator in Bulgaria, and the leading mobile provider with 4.1 million subscribers.

Wholly owned by the Telekom Austria Group, Mtel will be soon renamed to A1, as part of their new brand strategy to introduce a unified name for all their markets.

# amdocs

## business transformation targeting all forms of customer engagement

**3 Ireland**

## Benefits

**Faster time to market** for new offerings

**Increase** self care and automated interactions

**Reduce churn** due to multiple products bundled

Care and commerce on one platform, with **lower overall complexity**

" Three aims continue to evolve and innovate with Amdocs by our side, working together, we will be very successful as a partnership. "

**Stephen Reidy,** Three Ireland CIO

## Business Objectives

**Offer a world-class customer experience**
• Provide meaningful products via digital engagements and omni-channel capabilities
• Deliver personalized experiences, offerings and rate plans

**Achieve faster time-to-market**
• Transform the IT infrastructure
• Simplify business processes

**Implement a cost-savings strategy**
• Provide substantial cost and operational efficiencies
• Reduce annual IT costs to deliver attractive pricing to customers

## Digital Solution

**Digital Retail application**
• Unique UX design to guide the agent experience
• Simplified business processes
• Leveraging productized retail application

**Omni-channel solution**
• 360 degree view of the customer
• Built with the Amdocs DigitalONE Platform
• Digital retail, self-service and mobile applications and a full omni-channel experience
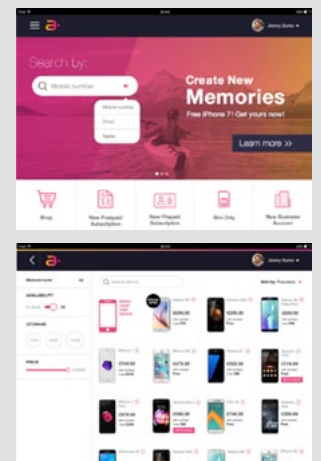
## About

Three Ireland (Hutchison), moved to buyout larger rival Telefonica O2 Ireland for €850 million in June 2013. Following the completion of the acquisition, Three became Ireland's second largest mobile operator with two million subscribers.

# amdocs

# XL retailers: converting care to commerce, in every opportunity

**Indonesia**

## Benefits

**YEAR**

**3 months**
from scoping to delivery through a design-led thinking process

Increase **in-store conversion** rate

Empower agents to deliver **personalized engagements** with targeted offers

> We couldn't be happier. Within three months, Amdocs succeeded in digitalizing our in-store experience, taking XL a step forward in its digital journey.
>
> **Donalfi,** XL Axiata Retail General Manager

## Business Objectives

**Enable retail agents with sales mindset**
- Know the customer in order to approach confidently
- Convert care issues into upsell opportunities

**Reduce average handling time**
- Simplifyprocess of handling customer services, bills and interactions
- Leverage the 25% of store visits related to SIM-card issues

## Digital Solution

**Sales on tablet application**
- Unique user design for guided agent experience
- Enabling 360° view to improve personalization
- Built above Amdocs underlying systems

**Care to sales conversion**
- Built using the Amdocs DigitalONE platform
- Simplified reactivation and replacement of SIMs
- Upsell using XL's recommendation engine

**Design-led thinking engagement**
- Agile development & delivery with rapid store rollout
- Integration with multiple back-end systems
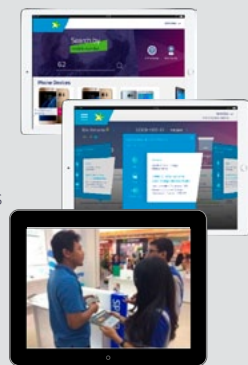
## About

XL Axiata is a wireless provider with 46 million subscribers who are primarily prepaid within a highly competitive market.

XL, together with Amdocs, won the Global Telecoms Business Award for consumer services innovation, for their innovation in this project on the retail experience.

# amdocs

## enhancing Orange prepaid business with a digital retail solution

**orange**
**Belgium**

## Benefits

**Reduce time** to market of new offerings by optimizing product catalog process

Decrease **order fallout** rate

**Improve campaign-management** for better customer segmentation and personalization

> We see this next phase of our relationship with Amdocs as key to our digital evolution path...We'll be able to benefit from Amdocs' unique domain expertise, methodologies, and business-process best practices to drive the digital enablement of our prepaid business over the long term.

**Alain Ovyn,** Orange Belgium Chief Transformation and Digital Officer

## Business Objectives

**Deliver a better user experience in retail stores**
· Reduce customer handling time
· Improve customer satisfaction

**Simplify the agent experience**
· Mobilize agents when serving customers
· Streamline process of making changes for existing customers
· Avoid system errors to increase conversion rate
· Establish cross-sell and up-sell capabilities

## Digital Solution

**Agent dashboard gives 360° view of customers**
· Retail tablet based application
· Simple prepaid top-up process with real-time view
· View the customer journey with links to further details

**Fast time-to-market**
· Delivery in 6-7 weeks
· Working on top of current BSS of Amdocs Comverse One (C1)

**Omni-channel capable**
· Easily expandable to other channels

## About

Orange Belgium, formerly known as Mobistar, is a subsidiary of the Orange Group, offering convergent services of mobile, Internet and TV.

Orange recently launched the 'Orange Dive72', a branded smartphone developed by Orange to support, entertain and guide customers on their own personal journey.

# amdocs

## giving the customer control of their family plan, via self-service

## Benefits

**Multi-millions of dollars** of self-service buy-ups in first year

**4.5** million accounts with **10** million subscribers utilizing

Significant **reduction of calls** to call centers resulting in satisfied customers

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" PlanIT has provided a great toolkit and API kit. Speed of implementation was especially noteworthy. The widgets are a great solution. "

**Scott Rice,** Sprint Chief Information Officer

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## Business Objectives

**Strengthen loyalty by improving self-service**
- Customer-first digital experience
- Reinvent pricing with self-controlled family data share plans

**Enhance visibility and control of data usage**
- Set usage amounts per family member
- Provide limit approaching notifications
- Enable high-speed data purchases and throttling

## Digital Solution

**Mobile application**
- Unique user experience design to self control

**Omni-channel solution**
- Built using the Amdocs DigitalONE latform
- Modular user-interface building blocks (widgets) were created once, and then deployed across multiple assisted and unassisted channels, such as call centers, retail stores, and web self-service

**Back-end integration**
- Integration with Sprint's Amdocs Convergent Charging system
- Enables real-time data rating and defining of user data limits

## About

Sprint serves 60 million wireless customers in the United States, with various subsidiaries, including Boost Mobile, Virgin Mobile, Assurance Wireless brands.

Sprint and Amdocs were recognized for their groundbreaking, data-experience PlanIT project implemented across multiple channels, winning the Global Telecoms Business Award for consumer services innovation.

# amdocs

## allowing customers full control via their mobile app

## Benefits

**Optimized user experience** for all types of devices

**Decreased maintenance costs** with unified APIs layer for all channels

> We are continuing to execute on our strategy to differentiate Telefónica by enabling all customer interactions online and ensuring a world class multi-channel and digital customer experience.

**Phil Jordan,** Telefonica Global Chief Information officer

## Business Objectives

**Enable digital customer engagements**
- Ensuring a consistent omni-channel experience

**Improve user experience across all channels**
- Align desktop and mobile business processes for digital segment
- Simplify user experience with minimum clicks to make changes

**Support launch of innovative new products and offers**
- Implement capabilities to manage plans – single, multi and family plans

## Digital Solution

**Mobile and tablet application**
- Hybrid mobile application leveraging the same APIs for all channels
- Multi-means payment capabilities (credit card / bill)
- Numerous self-care features added including reviewing bills and change of plan and/or device

**Agile-led development process**
- 3 months development time
- End-to-end delivery: user experience design, development, testing and production
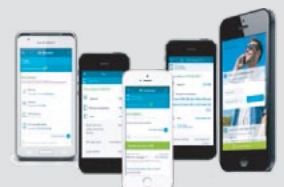
## About

Movistar Peru is owned by Telefonica Latin America, part of Spain's Telefonica Group. They have 17 million subscribers and are #1 in the wireless market.

Peru is also the Telefonica's 2nd-largest pay-TV operation in terms of subscribers and is adding value to its offer by increasing its digital services and original content.

# amdocs

# realizing their digital vision via full business transformation

**Singtel OPTUS**
**Australia**

## Benefits

**Increased online orders**
**>20%**
of all orders

**Control user experience design in minutes** (non-IT teams)

**Increase adoption of multi-play bundles by**
**20%**
in 3 years

**Launch promotions in hours**

> **"** Amdocs is helping us to achieve this vision on the digital front...to offer our customers a consistent and personalized experience with seamless handover between devices and channels. **"**
>
> **Wu Choy Peng,** Group Chief Information Officer at Singtel

## Business Objectives

**Simplify sales agent experience**
- Improve the user interface by minimizing manual flows and consolidating numerous portals
- Establish common web content platform

**Improve self-service adoption and capabilities**
- Reach 50% adoption over 3 years
- Attain goal of 90% transactions utilizing self-service

**Prompt support from engagement centers**
- Ensure always on, true 24/7 operation
- Scale to perform at peak demands

## Digital Solution

**New commerce and care website**
- Merged over 20 micro sites into one web site for all customer journeys
- Unify content management systems into one portal platform
- Widgets built on top of Adobe
- Introduced Smart chat and visual agents

**Full BSS integration**
- Integrated with all BSS and 3rd party systems

## About

Singtel Optus in Australia is wholly owned by Singtel and runs mobile and broadband operations. They have 9.6 million wireless and 1.1 million broadband subscribers.

Singtel was named a "master of digital experience" in Analysys Mason's latest Digital Experience Index (DXi).

# amdocs

# full digital transformation to deliver business benefits

## Telefónica
### South America

## Benefits

### IT Infrastructure Simplification

**10%↓**
Reduction in applications, servers and datacenters

Increase in Virtualization
**10%↑**

Utilize self-service for **60%** of transactions

"Vivo is executing on Telefónica's global strategy of transformation to provide a digital, online experience to our customers in Brazil over any channel they prefer, in line with their always-connected digital lifestyle."

**Alessandra Bomura Nogueira,** Chief Information Officer of Telefónica Brazil

## Business Objectives

**Consistent customer experience across touch-points**
- Common experiences for searching, buying and claiming
- Ability to be proactive with personalized offers
- Provide agents with unified customer view

**Maximize business agility as a Digital Service Provider**
- Better time-to-market to deploy offers
- Automate online processes
- Decouple process and application from channel

## Digital Solution

**End-to-end solution for product bundling**
- Provide 360° customer view
- Facilitate Quad-Play focus with single enterprise catalogue

**Convert care to commerce, in any channel**
- Built with the Amdocs DigitalONE platform
- Support contextual, omni-channel experiences

**Amdocs as the single point of accountability**
- Implementation of four countries and multiple lines of business
- Integration with back-end systems

## About

Telefonica's Latin America footprint consists of 221 million subscribers when adding all lines of business in the nine countries they have presence in.

The Spanish-speaking Movistar brand's mission is to deliver the best of technology to customers, by offering more simple products and services every time.

**amdocs**

# launch of on-device activation over legacy

## Benefits

**Improved** TTM for new capabilities

**Reduce calls** to call center

**Improved** customer experience

**Lower total cost** of ownership

## Business Objectives

**Deliver on brand promise of 'simple and friendly'**
- On-device-activation of a new customer from third-party national retailer

**Develop and deploy new capabilities to support changing business needs**
- In short timespan and without large CAPEX outlay

## Digital Solution

**Microservices based architecture, cloud native solution**
- Domain driven design with 9 microservices developed for the order to-activation customer journey, including Shopping Cart, Catalog Management and Device Identification
- A total of 25 microservices have been implemented
- Microservices that leverage TM Forum standard-based Open APIs

**Fully automated CI/CD pipeline**
- Leveraging market-leading open source tooling

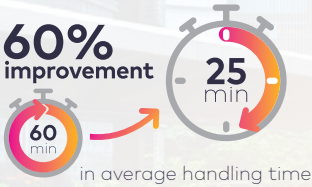**Provide low risk for new IT investment**
- From PoC to go-live in 4 months
- Enabling the hybrid IT environment – Amdocs DigitalONE integration to multiple back-end systems

## About

Leading prepaid brand of large North American service provider. The wireless market has been offering more and more options for consumers to get an unlocked device or get their current device unlocked. As prepaid churn remains near 4%, many consumers are looking at pricing, transparency and simplicity.

# amdocs

# the journey to digital – from retail store to call center and web self-service

## Benefits

**60% improvement**

**25 min**

in average handling time

60 min

**90% satisfaction**
of retail store agents

Error rate reduced by
**3-4 times**

YEAR

**4 months**
from scoping to delivery through a design-led thinking process

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" Bringing innovation a notch higher in our stores, one of our key customer touch points, allows us to truly empower our customers' digital lifestyles. "

President and CEO

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## Business Objectives

**Simplify the retail store experience**
- Streamline ability to change plans and renew contracts
- Shorten contract process of about an hour

**Improve in-store agent experience**
- Increase agent satisfaction
- Condense complex re-contracting process

**Help monetize the digital economy**
- Enable quick launch of new bundles and offers
- Enrich with partner (OTT) offers and new business models

## Digital Solution

**Sales via tablet application**
- Unique user experience design to guide the agent experience
- Retail digital layer integrated with point-of-sale system and underlying BSS

**Omni-channel solution**
- Built with the Amdocs DigitalONE platform
- Initiated for retail channel and expanded to contact center and self-service
- Contextual interactions between customers and agents
- Web self-service capability to sell numerous packages and add-on services, in partnership with Adobe

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## About

Leading telecommunications company in APAC with 50% wireless market share and focused on customers' digital lifestyle.

![amdocs]

# enhancing digital experiences across all customer touch points

## Benefits

**Decrease & simplify maintenance –** maximize components reusability across channels and brands

Impact on call center average handling time-reduction from **7** min → **4** min in usage-related calls

**Fresh data presentment assured**

information matches customer financials presented in bill

## Business Objectives

**Simplify user experience for all customer touch points**
- Leverage existing care tools and reuse across front-end channels, brands and devices
- 'Account review' available on web and mobile
- 'Change bill cycle date' on web and care
- 'Bill comparison' offered

**Cost Effective Approach**
- Avoid complex in depth BSS transformation

## Digital Solution

**Full BSS integration**
- End-to-end fully packaged and integrated widgets that bring agility and reduce handshake issues
- Connects to different back end platforms

**Omni-channel widgets**
- Leverage the power of reuse across systems, channels, brands and device
- Flexibility to create similar tools on non-Amdocs back-end systems
- Retain core business logic to maximize reuse

## About

Large North American full-service wireless carrier, well on its way towards digital transformation.

# amdocs

## automating a consistent omni-channel experience

**Asia Pacific**

## Benefits

Holistic experience & channel hopping mobile / desktop / tablet / CRM – **buy online, pickup in store**

**45%** of orders moved to "zero touch"

Direct to order- ordering direct from promotional page **improved digital upsell conversion**

## Business Objectives

**Consistent experience across retail and web self-service**
- Offer promotions and discounts within the shopping cart
- Activate orders captured online in real-time and reduce fallouts

**Support better agent experience**
- Enable agents to compare product offerings
- Allow retailers to view current campaigns, performance and commission
- Reduce call center staff turnover & training costs

**Enable quick launch of new products and offers**
- Reduce time to market for new bundle plans from current 2-3 weeks

## Digital Solution

**Responsive self service with revamped portal**
- Modernized service infrastructure improve performance
- 60+ responsive widgets extended to support Cable-related business cases
- Exposed pending orders in CRM for agents to complete
- Extended features scope: single sign-on for all channels, consistent cart

## About

Leading APAC direct broadcast satellite (DBS) Pay-TV service provider.
Launched over-the-top (OTT) online video service for the region.

# empowering business with an on-demand Wi-Fi portal

North America

## Benefits

**Care and commerce integrated in a single portal**
**800K** new customers already added

**Processing 10K** orders per hour during peak hours

**Maximize service** consumption with save payment method & auto top-up

**Lightweight integration** with legacy systems to handle user management and payment (PCI compliancy)

## Business Objectives

**Expand revenues via Wi-Fi hotspot offering**
- Multi-branded portal to leverage local hotspots (E.g. hotel, cafes) and maximize penetration with partners
- Ability to launch innovative new products – buy hourly, 2 hours, daily and monthly passes
- Push campaigns promoting core offerings

**Provide simple self-serve user experience**
- Automatic recognition when catching a hotspot
- Integrate self-care capabilities to maximize call deflections

## Digital Solution

**Captive portal that works on any device**
- Simple experience: select plan, register, pay by credit card
- Stores credit card details for easy top up

**Omni-channel solution**
- Built using the Amdocs DigitalONE platform

**Adopting new agile and DevOps methodologies**
- 6 months from start to production
- End-to-end project: user experience design, development, testing and production

## About

One of North America's leading providers of video, high-speed Internet, and phone to residential and business customers.

# enabling retail stores to ramp up triple-play care and commerce

## Benefits

**Reduce average handling time by**

**70%**

for onboarding and re-contracting

Improve **overall store experience** with customer **360° display**

## Business Objectives

**Reduce time to perform sales process**
- Simplify new subscriptions, re-contracts and prepaid registration
- Reduce errors, order fallout and operational costs

**Improve user experience in retail stores**
- Enhance support prior to visiting using by integrating different channels of communication, including web chat

**Enhance in store triple-play commerce**
- Help monetization opportunities of products and merchandise
- Integrate and modernize web interface for all lines of business
- Enable inventory driven sales

## Digital Solution

**Triple-play retail tablet application**
- Light and modern web application in the stores
- Omni-channel digital layer using the Amdocs DigitalONE platform
- Deployed on top of Amdocs CES

## About

South American service provider owned by major galaxy, with lines of business in Fixed, Mobile, Broadband and Pay-TV.

# amdocs

## transformed customer onboarding, focus on user experience

## Benefits

**Conversion**
(cart to sale)
is now **7.6%**

**Shorten handling average time**
for customers calling CSRs

**Reduction of maintenance –**
from 2 websites into 1

## Business Objectives

**Enable superior digital onboarding experience**
- Combine multiple websites, brands and software

**Support end-to-end digitalization of processes**
- Automate order capture and remove manual processes
- Eliminate unnecessary call center interactions

**Enable the business team to quickly launch innovative new products and offers**
- Capabilities to manage storefront and catalog content

## Digital Solution

**Modern applications**
- Responsive website formats to screen size, in partnership with Adobe
- Modern architecture unifying the backend

**User experience first**
- Redefined user experience design and branding in partnership with Frog Design

**Sophisticated front-end**
- Business process automation – avoid manual technician scheduling and service provisioning
- Personalization with Adobe Marketing Cloud

## About

One of North America's leading providers of video, high-speed Internet, and phone to residential and business customers.

# amdocs

# about amdocs

Amdocs is a leading software & services provider to the world's most successful communications and media companies. As our customers reinvent themselves, we enable their digital and network transformation through innovative solutions, intelligent operations and delivery expertise. Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of $3.9 billion in fiscal 2017.

**Click here to learn more about our Digital Experience solutions**
**Visit our digital blog platform**