customer-first digital experience

designing for superior engagements in the digital economy
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At the heart of any digital strategy and transformation is the customer. This is because every service provider understands that today’s customers expect no less than the superior experiences that digital can provide. Consider the ease of ordering and receiving a product from Amazon, for example, with accurate and real-time inventory updates, and personalized recommendations and support consistently presented throughout the journey. This kind of experience is tailored for today’s always-connected, hyper-informed and “uber-demanding” customers.

simplified experience

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 so they can keep up.

In fact, service providers are well aware of what an effective, differentiated and successful digital engagement needs to be. Yet, efforts at achieving a transformation to enable such engagements have largely been stalled, as they can pose challenges that may seem difficult to overcome and sometimes prohibitive. Namely, they could potentially entail long and cost-intensive IT projects, overhauling legacy systems, redesigning multiple complex processes – and diverse (and often divergent) priorities beckoning from across the organization.

accelerate the journey

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.

So, the question is – how can you accelerate the journey to digital, with simplicity and at minimal cost and disruption, to address what is at the core of the transformation – i.e., the customer.

That is, what is the best and fastest way to a customer-first digital experience transformation?
the key ingredients of a superior digital experience

Before we answer this question, let’s first take a look at the key ingredients of a superior digital experience. Namely, this is an experience that is qualified by:

**Contextual and personalized engagements**, addressing the customer’s real-time needs and occurring on their channel of choice, as powered by intelligence. For example, if you know that the customer just booked a vacation abroad and never misses an episode of their favorite action series – you can offer them just the right package through a Facebook post, since you also know that they frequent this social channel regularly.

**Consistent and adaptive, omni-channel** customer journeys. For example, if you know that the customer was evaluating a new mobile device at the retail store but was indecisive, you can follow up on what the store rep offered, managing a continuous customer journey, as soon as they log-in to your self-service web or mobile channels.

Furthermore, since these two ingredients make a broadly strategic impact on the business, the third ingredient is their application for all the relevant engagement channels, including:

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And the great news is that going digital not only enables the delivery of great experiences. This is a win-win, providing additional benefits to service providers as well including:

**New service enablement** for increased customer life-time value

**Care-to-commerce conversion**, on any channel, with every opportunity
customer-centric digital experience by amdocs

To enable service providers to deliver customer-first digital experiences, we offer a unique, innovative and modular solution that is comprised of digitalONE, our digital experience enablement platform and channel specific solutions for:

- **Self-service (web & mobile)**
- **Social**
- **Retail**
- **Customer engagement center**
- **Enterprise portal**

![Diagram of digitalONE solution](image-url)
Amdocs DigitalONE is an open and modular cloud-native platform that enables service providers to deliver contextual, digital experiences across all engagement channels, without the need to transform core BSS systems.

**DigitalONE highlights**

- Driving **care and commerce** for all services and lines of business across the full lifecycle for both consumer and business customers.
- Enabling **contextual engagements** that are powered by intelligence, and which occur on the customer’s channel of choice, with their preferred mode of communication.
- Enabling **consistent and adaptive** omni-channel customer journeys.
- **Channel-specific solutions** for self-service web and mobile, social, retail stores, customer engagement centers and chatbots.
- **New service enablement** for increased customer lifetime value.
- Enabling a digital experience transformation on top of **existing BSS** systems.
- Allowing for **rapid response** to competitors’ offerings and campaigns via the catalog.
DigitalONE for omni-channel engagements

"Great customer journeys call for excellence in every interaction, clear cross-channel pathways, and a seamless customer experience."
— McKinsey

The DigitalONE platform enables service providers to effectively manage omni-channel journeys – delivering comprehensive information about each customer’s actions. For example, they can know if the customer browsed on your company’s website but did not add products to their cart, rather did so through the company’s app. But, before completing a purchase, they called the customer engagement center to receive product information from the service agent.

The service agent will then receive all this information along with guidance for enabling the customer to make a win-win purchase decision.

DigitalONE for commerce

The platform enables a holistic and new kind of journey for the shopping experience, taking customers from catalog discovery to order checkout. At each phase of the journey, it enables intuitive decision making, encourages purchases and minimizes the number of steps required to submit a purchase order.

Additionally, it presents you with the information required to optimize marketing efforts, such as by determining which promotional banner should be presented through the company’s app or on the website, and how to manage the cart as based on each customer’s individual behaviors and past preferences. It also enables you to manage personalized offers via the customer’s feed, as well as manage promotions in an integrated way.

Our commerce solution enables you to respond automatically to non-linear customer growth and scale to perform at peak demands.

Thus, the digital lifetime value of your customer base may be significantly increased.
DigitalONE for digital identity

digitalONE enables user-centric identity management, where service providers can create a customer profile that is based on the individual’s specific profile, behaviors, and preferences across all the services they consume and channels on which they engage.

DigitalONE for care

digitalONE enables coherent, intelligent, and seamless customer care. It offers a personalized dashboard to the organization’s stakeholders, with information on customers and their subscriptions. It can turn any care engagement into a commerce opportunity by presenting promotional items with a relevant call-to-action, based the customer’s profile and specific needs, as well as other preconfigured parameters.

It also includes eBill, which provides an intuitive view of the billing history, delivering alerts on a low balance, top-up needs and opportunities, and more; and eSupport for creating and managing tickets.

DigitalONE for service enablement

digitalONE enables you to expedite the introduction of new services to the market. The platform also enables partnering with complementary digital services partners and OTT players, to quickly create bundles that are personalized to the individual customer’s needs and real-time context.

DigitalONE for marketing

In today’s fierce competition, marketeers must have the power to build, launch and change new customer offerings, promotions and bundles independently. Waiting for IT to implement business requests can stall needs of the business. CatalogONE, as part of digitalONE, offers a cutting edge UI for marketing to build offerings on their own and take control of the SP’s competitive edge. Marketeers can easily browse offerings building blocks, choose packages, define entitlement rules, combine OTT services and launch across all channels within minutes.
DigitalONE technology differentiators

- Open source technologies with DevOps principles, enable 
  elasticity, scalability, an always-on experience
- Decoupled architecture separates front-end experience from 
  back-end systems
- Modular, open, and compliant with industry standards, 
  enables business user control and flexibility
- A build-one/deploy-many framework, enabling reuse 
  across channels
- An open partner ecosystem that facilitates 
  third-party solutions
- Catalog-driven to manage product and offering 
  lifecycles with built-in multiuser independence
- Intelligence embedded across care and 
  commerce processes and activities
channel-specific solutions

**self-service (web & mobile)**

Increase self-service adoption with rich care and commerce capabilities.

Deliver fast, contextual, and personalized self-service via web and mobile.

Deflect calls to the engagement center.

Increase effectiveness of unassisted channels.

**social**

Engage with customers on their social channel of choice, whether Facebook, Twitter, YouTube, or others.

Leverage Amdocs intelligence capabilities to infuse chatbots with sentiment analysis and natural language processing capabilities (NLP) for intuitive and empathic engagements.

Leverage the intelligence-driven Amdocs Chatbot to deliver unassisted support for service provider specific processes.
customer engagement center

Provide agents with a 360-degree view of the customer to improve call effectiveness.

- Reduce average handling time.
- Increase first contact resolution.
- Empower agents to deliver personalized engagements with targeted offers.

enterprise portal

Leverage the Amdocs enterprise portal solution as one-stop-shop for enterprise customer lifecycle and service management.

- Empower multiple personas based on the user’s role.
- Leverage a 360-degree view of customers, orders, and assigned products and services.
- Gain control and flexibility to provide a tailored user experience.

retail

 Seamlessly integrate retail stores into customers’ omni-channel journeys.

- Provide real-time agent guidance with next best offer (NBO) and next best action (NBA).
- Decrease average handling time.
- Increase in-store conversion rates while reducing order fall-out rates.
- Convert care engagements into commerce opportunities.

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injecting intelligence

*The smarter Alexa becomes at knowing your needs, preferences and behaviors, the better she is at delivering a seamless experience. And the better experience she delivers, the more indispensable she will become to consumers’ lives.* *(Forbes)*

Amdocs Digital Experience solutions are driven by intelligence, leveraging the capabilities of **aia**, the Amdocs Intelligence Platform.

**aia** enables you to become an intelligent digital service provider (DSP) by injecting intelligence into all parts of your business and the customer lifecycle.

**aia** combines machine learning, artificial intelligence engines and cognitive capabilities from global partners and from recent acquisitions, along with Amdocs’ real-time data management platform, and extensive telco-specific domain expertise.

Amdocs integrates these advanced capabilities across its portfolio, including the Digital Experience Solutions and digitalONE, injecting each engagement related process with intelligence.

enabling service agility

Amdocs Digital Experience solutions are designed to align with the challenges faced by our industry, namely – the demand for flexible, open, and future-ready platforms that enable business agility and accelerated time to market. Our solutions are built on a microservices architecture that enables a fully modular deployment, and which simplifies and expedites the digital experience transformation.

Each microservice constitutes an implementation of a minimal, independently deployable functionality that is delivered as a service. Updates are seamless and independent of other microservices, with each provided further to its scheduled release cycle.

This enables you to evolve the architecture at your own pace, expediting time to market with unmatched service agility.
**design-led thinking**

Amdocs works together with our customers on the specifications, needs and requirements of their digital transformation. With a DevOps approach and based on SCRUM principles, we deliver a solution that is tailored to the organization's current needs and is easily scalable to address future needs.

Through a *discovery-design-scoping agile develop and deploy* process, we partner with service providers on researching needs and processes, conclusion verifications, and cost estimates, with spiral development, small chunk delivery and improvement iterations.
DigitalONE delivers success to leading service providers

**Telefonica**
Telefonica Latin America operates in 9 countries and has 221 million subscribers. The service provider was seeking to maximize business agility as a Digital Service Provider, with an improved time-to-market for new offers, and by automating online processes. It was also seeking to deliver a consistent customer experience across all engagement touchpoints, whether searching, buying, or claiming.

To achieve its objective to become a Digital Service Provider, Telefonica selected Amdocs for a few business transformations in a number of its subsidiaries. It is leveraging the Amdocs offering for product bundling, to facilitate a Quad-Play focus with a single enterprise catalogue, and to convert care engagements into commerce opportunities, on any channel.

**Three Ireland**
After its acquisition of Telefonica O2 Ireland, Three became Ireland’s largest mobile operator. It was looking to provide a world-class customer experience to its subscribers via omni-channel, digital engagements. It was also seeking to accelerate time-to-market with new services.

To achieve these goals, Three selected Amdocs for its digital experience transformation and will leverage Digital Experience solutions to deliver a digitally differentiated, omni-channel customer experience for retail, self-service, and mobile.

“*Three aims continue to evolve and innovate with Amdocs by our side, working together, we will be very successful as a partnership,*” says Stephen Reidy, the Chief Information Officer at Three Ireland.

**Orange Belgium**
Orange Belgium wanted to deliver a better user experience in retail stores by reducing customer handle times. It was also looking to simplify the agent experience. The service provider turned to Amdocs’ Digital Experience solutions to provide agents with a dashboard that gives a 360° view of customers in a retail tablet-based application. The solution provides a simple, prepaid top-up process with a real-time view of the customer and their journey.

“We see this next phase of our relationship with Amdocs as key to our digital evolution path.” — Alain Ovyn, Orange Belgium Chief Transformation and Digital Officer.
Amdocs brings extensive experience with over 30 digital transformations, including some of the largest undertakings in the industry as well as targeted projects, these include Telefonica, Singtel, Three Ireland, Cablevision, Orange, and others.

Our unique value-add:

**A holistic digital approach:** combining solutions for digital channels and the engagement layer, as well as driving an intelligent digital organization with new business processes and revenue streams, accelerating time to market and enabling business agility.

**Open, cloud-native solutions:** enabling business agility and a faster-time-to-market, with DevOps processes and intelligence embedded across the offering.

**Cloud-native catalog:** Telco-oriented, offering a role-based UI to empower business owners across the organization to define and launch new offers and services on their own.

**System-agnostic:** enabling a digital experience transformation with existing BSS systems, whether Amdocs or other.

**A comprehensive and modular portfolio:** enabling a digital experience across all engagement channels, and covering the full scope of digital for service providers – from network to the BSS back end.

**Core BSS expertise:** bringing a deep understanding of complex, end-to-end, industry-specific processes and systems.
benefits for service providers

Amdocs Digital Experience solutions enable you to leverage the benefits of the digital transformation through a focused approach that targets the core of a digital strategy.

**improve customer experience**

Deliver a contextual, consistent, omni-channel experience across all channels.

Engage with customers on their channel of choice through any mode of communication (voice, text, video, chat).

**enhance service agility**

Simplify and accelerate the launch of new services.

Prioritize in alignment with goals and budgets.

**grow revenues and reduce costs**

Increase the digital lifetime value of customers.

Grow revenues and profitability through personalized, real-time offers that convert.

Drive self-service adoption to decrease the high costs of assisted channels.
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, delivery expertise and intelligent operations.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of $3.7 billion in fiscal 2016.

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