AMDOCS AND MICROSOFT CUSTOMER ENGAGEMENT PLATFORM

This paper outlines the new Customer Engagement Platform offered by Amdocs and Microsoft for communications service providers (CSPs). The paper is intended to highlight the business features and benefits of the elements that constitute the solution, and how they can be used by CSPs to provide a seamless, consistent, and friction-free customer experience to both B2C and B2B telecommunications customers. It also details the key attributes and benefits of Amdocs and Microsoft joining forces to create a unified and tightly integrated CX product platform.

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INTRODUCTION

CSPs are faced with unique and significant challenges when managing the interactions and experiences with today's customers, who often encounter friction trying to navigate complex and ever-evolving set of products, feature sets, and offers that appear irrelevant. Similarly, agents struggle to serve customers who may utilize a variety of devices, touchpoints, and automated tools along their customer journey, and consistently expect a personalized, efficient experience.

Leveraging the combined expertise and experience of Amdocs and Microsoft, the Customer Engagement Platform for telecoms is a fully integrated, cloud-based telecommunications-verticalized solution that allows CSPs to provide their customers with friction-free, agent-assisted, digital-native, and AI-driven intuitive experiences, leveraging a low-code environment and standard open application programming interfaces (APIs).

By streamlining business processes through intelligent automation and the use of built-in collaboration and productivity tools, the Customer Engagement Platform can accelerate sales cycle, reduce contact center costs, and improve agent retention while simultaneously improving the quality of service required by today's sophisticated and demanding B2C and B2B customers.

THE NEED FOR TELECOMMUNICATIONS VERTICALIZATION

CSPs are faced with the ongoing challenges of harmonizing customer and product data with back-end technical tasks and actions, such as provisioning and adding or removing features, that must be linked to billing, customer support, and operations data in real time to ensure efficiency and limited customer friction. The Customer Engagement Platform simplifies the complexities of delivering telecommunications services, serving consumer and enterprise businesses across all engagement channels from pre-sales through customer care, on a single, intelligent, and integrated platform.

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As such, the Customer Engagement Platform leverages the industry-leading Amdocs Commerce & Care Suite, including a unified Catalog, CPQ, Commerce and Order Management, and adds Microsoft's Dynamics 365 modules focused on sales, marketing, and customer service. The platform also integrates the Microsoft Power Platform, and the Microsoft Cloud, as well as Microsoft's productivity and collaboration tools, including Office, Teams, and generative AI tools, as well as low-code and AI & data toolsets.

Customer Engagement Platform
A Complete Telco Solution
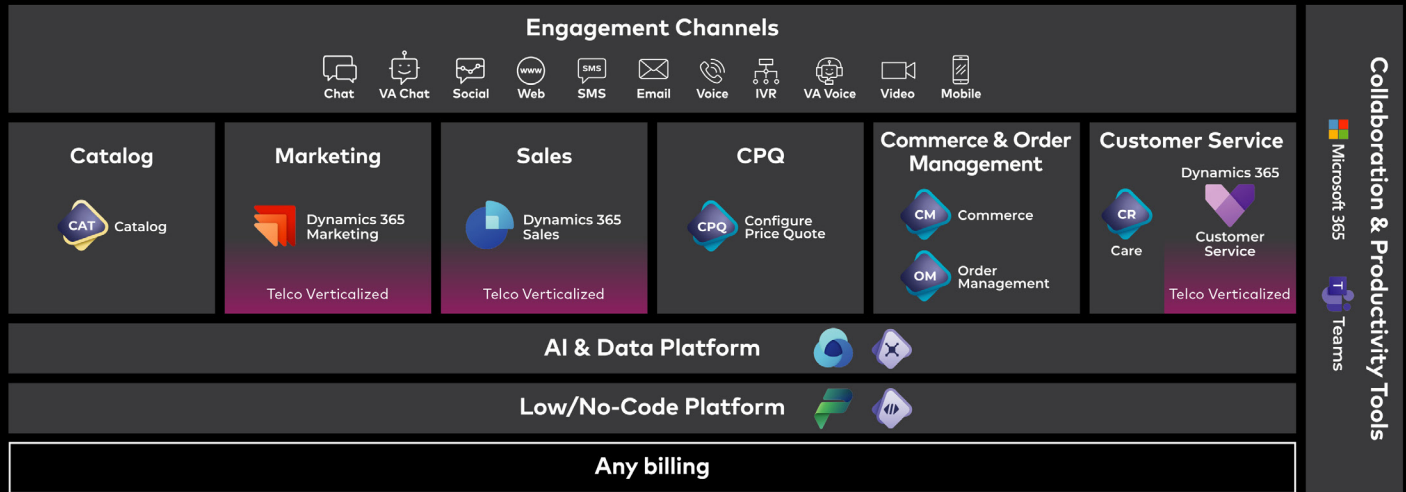
THE CUSTOMER ENGAGEMENT PLATFORM OFFERS:

- Pre-integration to the telecommunications business and network stack, providing a cross-domain, business-ready feed enriching the customer profile with engagement data, usage records, billing, and network information in real-time to personalize and improve customer journeys.

- Ready-to-use telecom-specific use cases, and through its analytics and intelligence component, real-time context and insights for each customer for optimized next-best experience (NBX) serving all channels and engagement touchpoints.

- An open, modular, and standardized platform, leveraging TMF open APIs for connecting with any partner in the ecosystem, and ensuring service reliability and gradual modernization plans.

- A comprehensive B2B offering incorporating telecommunications-native Sales and CPQ tools, coupled with unified Catalog, Order Management, and advanced fulfillment functions, designed to handle service availability, multi-level complex pricing and discount models, post-contract amendments, and on-the-fly changes.

- A 5G-ready platform to support network slicing, PEN, MEC/Edge requirements, and other complex technologies.

- Integrated, in-production generative AI technology which improves efficiency and automation, supports cross-domain, insight-driven processes for both customers and employees, and advances personalized, context-led experiences.

- Built-in Low/No-Code technologies that offer the full flexibility of experience design, and simple deployment of complete applications, process automation, and virtual agents.

These intuitive, yet powerful, cloud-based tools and features help to harmonize today's nonlinear, start anywhere/finish anywhere experiences, and provide CSPs with a unified customer 360 view, surface hidden insights that can drive recommendations, and allow complete customer journey orchestration.

LEVERAGING COMPLEMENTARY STRENGTHS OF AMDOCS AND MICROSOFT

CSPs utilizing the Customer Engagement Platform can combine data and insights from disparate ecosystems together at the product level. The platform combines Amdocs' years of telecommunications expertise in Billing Care, Commerce & Order Management, and Embedded Intelligence, and merges it with Microsoft's powerful CRM, case, interactions, and engagement tools and systems to provide a seamless experience on a single platform.

CSPs also benefit from the inclusion of Microsoft Dynamics 365 Sales and Customer Service, which provides production-grade generative AI technology, and Microsoft's unparalleled collaboration tools, which ensure that any actions taken by an agent or customer are captured and updated across all relevant billing, CRM, operations, and product databases to ensure a real-time, single source of information.

Customer Engagement Platform
Reimagining the Telecom-experience together

Built for Telco
+ Telco-verticalization for quick Time-to-market
+ Pre-Integrated with Seamless Experience
+ Serving All Line of Business, All Customer Segments & Users

Real-time Telco customer data platform

Embedded intelligence in every product

Complete Solutions
+ Encompassing Marketing, Sales, CPQ, Commerce, Ordering & Customer Service
+ Seamlessly Integrated to Fulfillment, Monetization & Network
+ Unified Catalog Serving the Entire Platform

All Powered by
Real-Time Data & Intelligence

Supercharged Productivity & Collaboration
+ Native Collaboration & Productivity Portfolio
+ Business-led Low-Code Platform
+ Ecosystem Ready with Open APIs

Generative and conversational AI driven

NBX for every engagement touchpoint

Frictionless Experiences
+ Unified Customer 360 View
+ Channel-less Multi-experience in any touchpoint
+ Harmonized Customer & Employee's Journey

Delivery & Accountability Set by Amdocs Standards

Cloud Native, Pre-Integrated, Certified Suite

INTEGRATED APPROACH WITH MODULAR FLEXIBILITY

The Customer Engagement Platform was designed with modularity in mind from the start, enabling a gradual approach to digital transformation. Bringing these modules together for business logic reasons shifts the emphasis away from how things work and puts it clearly on how the business processes and customer experience should flow.

The Customer Engagement Platform contains four (4) modules: Standalone Customer Care, Standalone B2B Sales, Consumer Commerce & Care, and Enterprise Commerce & Care, which can be used independently or in tandem to create a seamless, integrated solution to handle any customer type, channel, or telecommunications-related task. Regardless of the module(s) selected, the platform supports integrated digital messaging and voice support, unified routing, customer insights, and integrated AI-driven insights and automation, all in a low-code environment.

CONCLUSIONS

The Customer Engagement Platform is an all-encompassing, AI-powered marketing, sales, commerce, and customer service platform serving consumer and enterprise customers on a single, open, and cloud native platform for telecommunications. Designed to leverage Amdocs' telecommunications expertise and experience and Microsoft's strength in collaboration, cloud computing, and AI, the platform presents CSPs with the broadest ability to modernize and improve engagement with customers across the marketing, sales, support, and revenue cycle.

With intelligence embedded in every product, the platform's modular architecture permits CSPs to take a measured and strategic approach to incorporating new functionality and efficiency into their infrastructure, while minimizing downtime and risk.

Amdocs has more than 20 years of direct experience as a platform provider and telecommunications systems integrator, serving more than 350 communications and media providers across 85 countries. As such, Amdocs has the expertise and delivery track record required to ensure the smooth integration and rollout of Amdocs and third-party applications and services efficiently and effectively.