Intelligent
Migration

The Challenge

No digital transformation project can succeed without setting out with a clear strategy, as well as the proper tools to migrate subscribers efficiently, minimize churn and maximize customer satisfaction.

One of the key objectives of digital migration is to preserve subscriber history. This is especially true post-M&A, where subscribers might need to be moved between providers, potentially leading to mismatches between offerings and terms in the legacy and new systems.

Then there's the business imperative to move as many subscribers as quickly as possible. This allows you to take full advantage of your new capabilities, while keeping operating and maintenance costs to a minimum. And while most subscribers will be eligible for migration, some might be assessed as undesirable and ineligible. Even eligible subscribers may need processing or "treatment" as part of the process.

To get it right, the first step of your digital transformation must be to carefully analyze your capabilities – potentially hundreds of them plus all their permutations (e.g. timing release of new features, considering each subscriber's preferred communication method). Then, once you've mapped all the constraints, you need to consider whether it's worth changing the order of new feature development in order to migrate more subscribers sooner. Such segmentation also ensures your subscribers don't become overwhelmed by the changes.

And as digital transformation projects are especially lengthy and complex, you also need to create a framework that not only lays out the best migration pathway from the start, but is continuously updated and adaptive. Business owners must have full visibility into the project, and be able to pivot and make changes as needed.

Another key is a dynamic dashboard, which can provide a snapshot of the project at any point in time, with the latest forecasts and recommendations, and enabling access to both the business and development teams. The framework must also include the capability to perform "what-if" analyses, so you can check how any proposed program changes will affect your forecasted number of successful migrations.
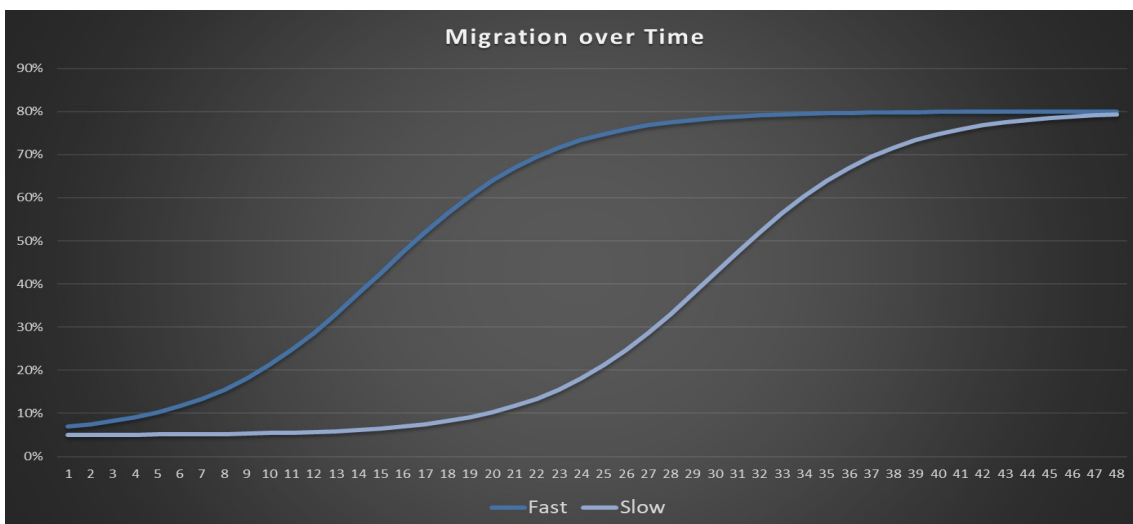
Harnessing data to accelerate migration

Amdocs End-to-End Analytical Framework provides ongoing intelligent analytics to accelerate your conversion program. It does this through a combination of data analysis capabilities, machine learning models and BI tools that provide timely data and insights. As in the diagram below, it works by servicing disparate analytics requests from multiple groups in the organization and synthesizing them into a consistent framework.
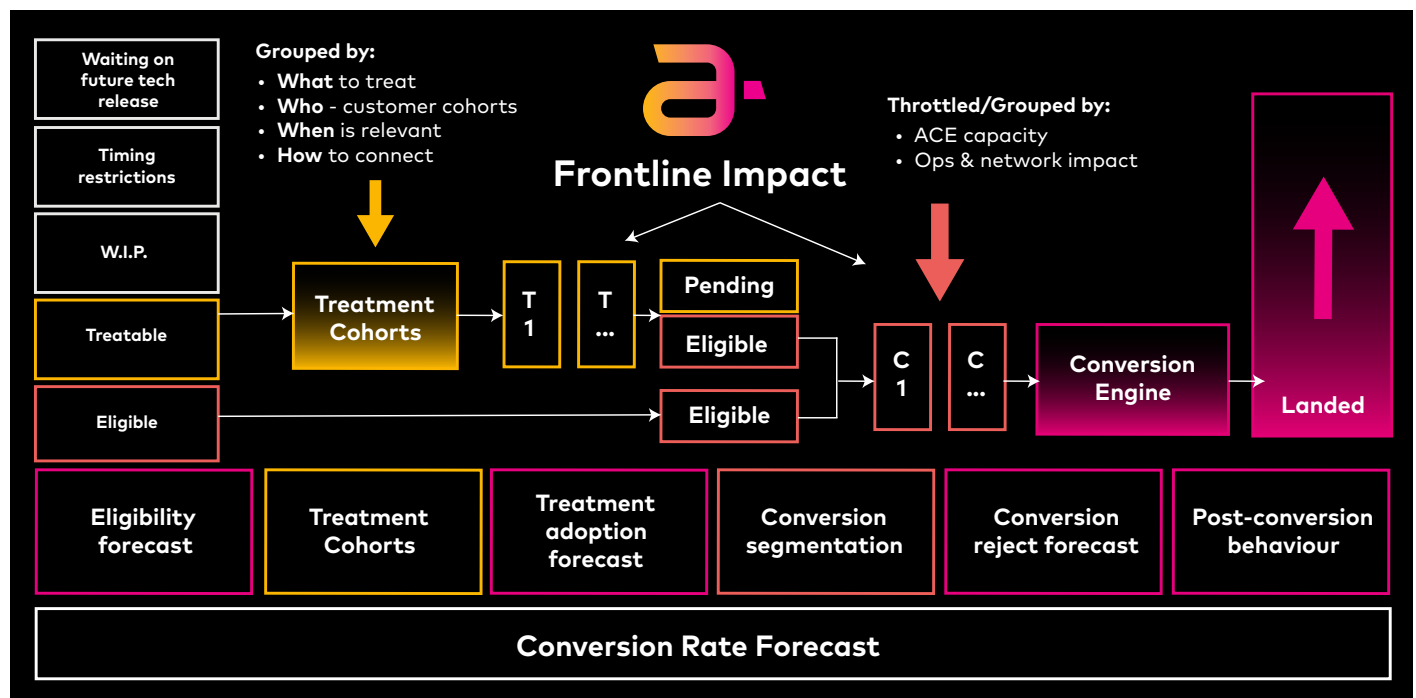
Ultimately, the goal is to create self-service tools which enable the migration without putting the organization under undue pressure. This means ensuring that the backend accommodates all the features required for the frontline teams to switch subscribers, treating, and handling any issues that arise, for example, a subscriber may need to switch their SIM, or they may need to be informed that a feature has reached end-of-life.

Conversion of millions of subscribers usually takes 12-18 months and requires different analytics at various stages, as well as an overall mechanism to forecast the conversion pace throughout the project.

"We successfully converted millions of subscribers faster, with a superior customer experience. This product migration would have been impossible without the Amdocs Conversion Analytics Framework"

Analytical Stages

Eligibility forecast

Identify which subscribers are eligible for migration based on hundreds of rules that map the features of both systems. Eligible subscribers may be suitable for immediate or future conversion, while others may first require "treatment".

Examples:
- If the project requires a SIM swap, and all lines on the account have already switched to the new SIM, the subscriber will be eligible to be migrated.
- If a subscriber is marked as "fraud" or "past due", they won't be eligible for conversion.

Treatment cohorts

Establish cohorts of subscribers who are cleared for migration but require treatment prior to conversion. For example, a subscriber may need to take a specific action, such as accepting the proposed change, or they may simply need to be notified of the change.

These subscribers are grouped by the treatment required, when it should be applied, and the best way to communicate with them about it. Consideration is also given to minimizing the number of times they need to be contacted.

Treatment adoption forecast

Forecast the adoption of subscribers who require treatment. Some subscribers might be subject to timing restrictions – such as if their phone lease is about to expire, or if they require a capability that's simply not yet available.

This absolutely crucial stage entails identifying the optimal order in which to develop and implement any treatments to ensure rule compliance.

This type of optimization helps maximize the number of conversions, while ensuring that frontline groups and the network are never overloaded.

Conversion segmentation

Converting subscribers to the new system means the next bill they receive will be generated by system B. The conversion must be throttled by capacity as well as operational and network considerations. Segmenting the conversions appropriately enables you to predict and handle post-conversion issues.

Conversion reject forecast

Forecast which subscribers might reject the conversion.

Post-conversion behavior

Analyze post-conversion subscriber usage patterns and whether they are experiencing fewer or more problems and churning at a different rate.

Conversion rate forecast

Deliver real-time forecasts of the conversion progress for the complete duration of the migration process, starting with the eligibility forecast as a baseline. The forecast factors time-based events such as capability releases and treatments. Additional forecasts predict the treatment success rate and the impact of frontline and capacity and bottlenecks. The conversion rate forecast also takes into account the impact of churn.

Main takeaways

Amdocs End-to-End Analytical Framework answers the key business question:

"How many subscribers will be converted at any point in the project?"

With its intelligent migration, it empowers you to plan treatment and conversion pathways in a way that:

- Provides a real-time in-situ ability to assess and impact the migration process
- Maximizes the number of eligible subscribers migrated and reduces post-conversion churn
- Ensures frontline groups are never overwhelmed
- Provides assurances that ACE capacity is sufficient, and the network is never adversely impacted
- Increases revenue while stabilizing costs

Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and large enterprise customers. Our 29,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of $4.3 billion in fiscal 2021.

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