

Amdocs Freestyle Billing

Make Billing An Experience



A Paradigm Shift in the Role of Billing

In the digital era, where customers reside, engage, and thrive in a virtual world as much as they do in the real world, Communication Service Providers (CSPs) struggle to find ways to differentiate themselves beyond network speed and quality. With everything else being comparable, CSPs must focus on delivering an exceptional customer experience.

They recognize the unique role they must play to drive innovation and cater to the present-day customer expectations. Hence, CSPs are actively exploring new possibilities and ramping up towards an environment that can respond dynamically to serve the new generation of buyers. Most CSPs are aware that to cater to the changing expectations of their buyers, they must deliver unique and exceptional experiences at every step of the buying journey from the time the buyer engages with the brand till they finish their purchase. However, CSPs that recognize that a buyer's journey does not end with the purchase but rather with the billing experience are at the forefront of this paradigm shift.

Billing is a primary touchpoint in the overall buying journey and a key component for a seamless customer experience.

For the longest time – a traditional buying journey for telecom has been linear, and the role of billing was predetermined and usually at the end of the journey. The buyer would discover the need, make a purchase, consume and then pay for the service on a 30-day cycle.

Digitization has completely changed the telecom buying world over the last few years, demanding that billing play a more flexible role in the buying cycle.

Operators that understand the changing business needs and cater to their customers' unique personalities and individual preferences are ahead of the curve and acknowledge that flexible billing is integral to their ongoing success in the new era of the technology-savvy buyer. They want to move beyond providing only legacy core communications and deliver unique digital experiences that wow their customers.

On the other hand, monetization systems do not exist in a vacuum. With every new line of business comes new standards for billing and support. Working across multiple platforms increases complexity and reduces transparency and operational efficiency.

CSPs must cater to the new generation of buyers and monetize new network standards by delivering value-added services without increasing the complexity of multiple billing systems.

Amdocs Freestyle Billing

Amdocs spearheads the paradigm shift in the role of billing to help CSPs enable unique customer experience and bill anything in the new digital era with Amdocs Freestyle Billing solution.

The cloud-native billing solution combines the Real-Time Billing engine with Bill Experience – the groundbreaking bill presentment solution from Amdocs, to deliver bill presentment solution to deliver flexibility, agility, personalization, transparency and clarity. It operates on a modular structure backed by micro services that allow CSPs to make changes quickly and cost-effectively.

This revolutionary real-time monetization solution moves billing from the end to the beginning of a buying journey. It empowers the customers with the flexibility to define their own experience and enables the CSPs to drive immediate charge calculations for any type of transaction, making it easy to bill everything and get a faster return on their network investments and new technology adoption.

Deliver Exceptional Customer Experience with Contextualized and Personalized Billing

The Amdocs Freestyle approach allows the CSPs to be aware of, act on and shape their customers' billing experience in real-time for hyper-personalized engagement and lifetime value creation at the critical touchpoint in the customer's journey.

Give your customers total flexibility to choose their billing preferences from any combination of billing parameters and still deliver an overall frictionless experience in real-time.

Monetize Anything, Bill Everything

Amdocs Freestyle Billing solution is powered by a 5G-ready converged platform backed by novel toolsets to facilitate a quick and agile launch of immersive experiences and make it possible for CSPs to monetize anything cost-efficiently and bill everything instantly.

Continue to support your legacy customers while simultaneously adapting to new markets, business models and competition by monetizing new opportunities cost-efficiently. Drive accessible innovation and seamless scalability with a comprehensive billing solution.

Mitigate Churn and Improve Customer Satisfaction with a Flexible Experience-first Approach

Amdocs Freestyle Billing solution reaches beyond individual silos and integrates seamlessly with other existing business systems, processes, and tools to deliver straightforward, transparent bill options.



Get system-wide transparency and real-time access to data to stay ahead of the competition. Mitigate churn by pivoting according to changing market conditions with agility and offering unique solutions that drive customer satisfaction.

Create Operational Efficiencies and Reduce TCO

Amdocs Freestyle Billing can help CSPs transform their business by augmenting and extending each modern functionality or workflow autonomously with minimal impact on the rest of the business process.

Drive efficiencies on every step of the billing experience with SaaS and cloud-native modular applications powered by real-time data and machine learning, coupled with microservices & APIs for agile business process management.

Additionally, the Freestyle Billing solution, operating on engines backed by Artificial Intelligence (AI) and Machine Learning (ML), provides a layer of intelligence that empowers CSPs to create intuitive and meaningful customer engagement and deliver contextual recommendations for the most suitable billing models.

Get more significant insights across all data, identity and eliminate human errors and improve the organization's overall decision-making abilities.

Amdocs delivering on its promise to make it amazing

Experience You Need

Amdocs has over 4-decades of experience successfully serving the telecom industry through the swarm of technology changes. We have a deep & unparalleled understanding of the challenges in your world.

Expertise You Want

Amdocs has seamlessly implemented hundreds of BSS and OSS solutions for telecom organizations of every size. We have the expertise required to lead the paradigm shift in the role of billing.