

# Customer Engagement Platform



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## End-to-End Engagement for Business Customers

The B2B segment offers the greatest potential for growth for communications service providers. Underpinned by next-generation network capabilities that power targeted vertical market solutions, it offers the opportunity to generate new revenue from business customers ranging from SMBs to enterprises and governments worldwide.

These business customers require the ability to buy and consume advanced ICT services without friction. This means CSPs need to be able to master the full B2B customer lifecycle, from sales and ordering, through fulfilment and orchestration, to billing and care.

In order to deliver fully integrated commerce capabilities, Amdocs and Microsoft have created the Customer Engagement Platform, delivering pre-integrated capabilities across the customer lifecycle, from prospect through to post-purchase care, specifically tailored for communications services providers.

The Amdocs and Microsoft Customer Engagement Platform is supported by Amdocs' unique software delivery capabilities, cloud operations and accountability model to ensure CSPs can deploy and operate quickly and smoothly.

## Telco-Native Commerce and Care

The Customer Engagement Platform includes AI-powered marketing, sales, ordering, fulfilment and customer service capabilities. It brings together Microsoft Dynamics 365 with Amdocs' Commerce and Care suite to create a unified, open and cloud-native platform.

It is specifically designed to meet CSP's commerce and customer service needs, enabling high-quality interactions from sales through to ongoing use and support to drive customer satisfaction from end-to-end.

The platform includes telco-native CPQ capabilities designed to address the complexity of B2B deals, such as serviceability, complex pricing and discount parameters, bulk and mass activities, on-the-fly changes and more.

The Customer Engagement Platform is also able to address next-generation B2B business opportunities such as network slicing and edge computing. And in order to better meet customer requirements for vertical market solutions, the catalog-driven solution enables streamlined commerce and monetization for partner products and services.

## AI-Powered Engagement

The Customer Engagement Platform is powered by telco-verticalized AI, which spans the entire platform from end-to-end. It enables multichannel engagements underpinned by a unified view to deliver harmonized/connected experiences, insight-driven recommendations and customer journey orchestration, to deliver a consistent, continuous and coherent experience across the customer lifecycle.

Leveraging cross-domain customer data and AI enables CSPs to increase the deal success rate and shorten the sales cycle, for example by proactively identifying actions that can improve acceptance rates. Improving sales effectiveness not only benefits the service provider, but also helps increase business customer satisfaction by enabling them to buy what they need, when they need it.

## Mastering B2B Complexity

B2B deals are distinguished from B2C transactions by their complexity. Whether through bringing together CSP products across advanced fixed and mobile networks, integrating partner products and services, or simply through size, this complexity can provide a stumbling block for CSPs across the customer and product journey.

A key strength of the Amdocs and Microsoft Customer Engagement Platform is its integration of telco-verticalized commerce capabilities with telco-grade order management and care capabilities to ensure CSPs can effectively deliver and monetize the services that business customers have bought.

## End-to-End Integration

A critical stage in the delivery process is the interface between sales, ordering and fulfilment systems – the point at which sales orders are turned into consumable services for customers. Without seamless integration at this point in the process, there is the potential for delays and order fallout – creating a poor experience for customers and leading to lost or delayed revenue for CSPs.

Likewise, integration between commerce and billing systems is critical in ensuring that customers are charged the amount they expect, rather than suffering from bill shock as a result of discrepancies between sales systems and billing software. Rectifying such errors often requires manual intervention making it time consuming and inefficient, and impacts customer satisfaction.

The Customer Engagement Platform addresses this challenge by fully integrating catalog, commerce, order management and billing functions, underpinned by consistent data used across functions to provide a seamless experience. This enables the end-to-end customer journey that business customers expect, driving customer satisfaction and enabling CSPs to capitalize on the B2B revenue opportunity.

