

Make it amazing. Together

# Customer Engagement Platform

Reimagining the Telecom-experience together



In our multi-tasking, non-linear complex reality, simplifying the end-user experience is no simple matter. It requires constant synchronization and orchestration to provide the frictionless, real-time and choice-driven experiences, tailored specifically to our individual needs, that we've come expect.

As consumers, businesses, employees or users, we've grown to depend on the systems to do our thinking for us, automating experiences and saving us time and effort in getting what we need. To truly enable this and provide an amazing digital experience, communications service providers (CSPs) need an all-in-one comprehensive, integrated solution that can build-automate-personalize-sync-execute-measure continuously within the wider telco ecosystem.

The new Amdocs and Microsoft Customer Engagement Platform, with its built-in copilots, is designed and built to enable CSPs to provide their customers with simple, digital-native and AI and generative AI-driven intuitive experiences.

## The new Amdocs and Microsoft - Customer Engagement Platform

An all-encompassing platform for marketing, sales, commerce, and care, driven by AI and generative AI and enhanced with copilots, serving consumer and enterprise customers across any channel and line of business on a single, open, telco, and cloud-native platform.

## Engage

This Customer Engagement Platform provides harmonized multichannel engagements with any customer type, consumer, or the largest enterprise, over any channel.

Enhanced with built-in copilots and generative AI technologies, the platform drives digital-led engagements, either agent-led or self-served, inbound and outbound, maximizing customers and agents' lifetime-value.

Design to support today's non-linear, start anywhere/finish anywhere experiences, the platform harmonizes it all. With a unified customer 360 view, insight-driven recommendations and customer journey orchestration, the platform ensures a consistent, continuous, and coherent experience for the entire customer lifecycle and for any commerce and customer service need.

## Act: Nurture, sell and care

Spanning all marketing, sales, commerce, and customer service functions, the intelligent platform, turns any service interaction to a sale, and supports CSPs' entire sale-cycle for consumers and enterprises, from lead to post-purchase. Its business-driven Amdocs unified catalog, which serves commerce, monetization, network and partner domains, enables business users to define the commercial and technical aspects of any offer, and augment them with any type of service enabled by the network and partners. It also includes Amdocs' best-in-class commerce and order management components, specifically designed for the telco industry's complex offerings.

## Copilot powered platform

The Customer Engagement Platform harnesses the combined power of Amdocs amAlz and Microsoft Copilot, to serve the entire portfolio with built-in Telco use-cases, for multiple users. It enables exploration, assistance, generation, and recommendations throughout the customer and operational lifecycles, providing insights, efficiency, productivity, satisfaction and faster onboarding. The generative AI solution embedded in this platform leverages OpenAI technology through the partnership with Microsoft, Microsoft Enterprise Grade Copilot and Amdocs' generative AI telecom taxonomy.

With integrated marketing automation tools and a solid unified B2B solution, the Customer Engagement Platform encompasses Sales Automation for B2B lead management and nurturing of potential leads towards a deal. In addition, the platform provides a telco-native CPQ to address serviceability and availability of services, multi-level complex pricing and discount models, post-contract amendments and on-the-fly changes and is 5G-ready to support network slicing, PEN, MEC/Edge requirements, and much more.

Powered by the platform's cloud-native infrastructure and architecture, CSPs can now easily sell, fulfill and deliver the most complex bundles, including partner offerings as well as tangible goods, across any channel and for any end user, existing or anonymous, all in real time and at massive scale.

Infused by intelligent insight-driven recommendations and cross-domain customer data, and powered by copilots, the customer journey orchestration will make sure the customer's Next Best Experience is always optimized.

## Unify & know

Pre-integrated to the telco business and network stack, the platform and its telco-specific data platform and data model, provides a cross-domain, business-ready feed enriching the customer profile with usage records, billing and network information. A Customer Data Platform unifies all data inputs into one comprehensive customer 360 view for individual customer insight-driven recommendations.

With its analytics and intelligence component, the platform comes with ready-to-use telco-specific use cases and provides real-time context and insights per each customer for optimized best next experience serving all channels. Responses are collected and fed back to continuously optimize and personalize each customer journey and engagement so as to meet the high expectations of today's users.

## Collaborate & share

Embedded collaboration tooling is key for driving efficiency, productivity and improving the employee experience. The Customer Engagement Platform comes with built-in collaboration and productivity frames such as Teams, Office and Viva sales. The system automatically captures the interactions within the different collaboration tools, allowing the salesperson and agents to focus on the customer rather than their manual tasks, with the support of AI-driven insights and automation.



## Create, build, automate

For maximum business agility and fast time to market with minimal IT dependency, the platform provides a rich set of low-code based tools and applications, empowering CSPs to create and launch their vision easily and fast.

Using the platform, CSPs can build their own applications, pages, UI and experiences for all end users, customers and employees, for all engagement channels. It automates business processes to cut handling time and allows agents to focus on the issue at hand, and even enables CSPs to build intelligent virtual agents. These virtual agents, built using a graphical low-code tool, are sophisticated, AI-powered bots that can be incorporated to any channel, enabling CSPs to offload agents and enhance customer self-service options.

## Innovate

Designed to natively connect with the greater ecosystem, this open platform empowers CSPs to connect with any partner to enrich their offerings and experiences and thereby grow.

Its API-first architecture and microservices based engines ensures a future-ready setting. The platform is built to engender wide collaboration and expansion into any realm, channel, engagement type and technology the future will bring.

