

intelligence-driven marketing

How Amdocs aia is revolutionizing customer engagements for service providers

Engaging with today's digital customers

"How you connect and engage in new ways, requires a different approach to design... organizations should understand the customer's intent through advanced algorithms and artificial intelligence (AI). In a connected world, customer relationships will equal the relationship your systems have with your customer in the moment."

Gartner, 2017

Today's savvy, digital customers engage with you across multiple channels and touch points. They come to these engagements knowledgeable, demanding, and often become impatient when you don't immediately understand their needs and fail to offer an effective and efficient resolution.

The need to manage a personalized, contextual and intuitive engagement journey is greater than ever. However, delivering proactive, predictive, and personalized experiences can be a challenge. It requires managing a dynamic and adaptive dialogue across all channels, anticipating customer needs, and being able to deliver the service, product, and information customers need – just at the right time, on their channel of choice. datations and even corrections in real time.

Intelligent customer engagements for marketing

aia, the Amdocs Digital Intelligence Platform enables service providers to infuse intelligence into marketing operations and activities, and manage a meaningful one-on-one dialog with each and every customer by:

Leveraging real-time customer data

The platform merges data generated by your systems together with data from 3rd party sources such as websites and social networks and as gathered by data management platforms (DMPs) that contain customer data (via cookies). This merging of data generates the real-time customer state enabling you to accurately anticipate customer needs, preferences, and intents, and act in real time.

Personalizing every engagement and offer

The platform leverages the Intelligent Customer 360 and machine learning capabilities to automatically optimize any engagement to the individual customer. It aggregates data about their profile, context, needs, past behavior and engagements, channel preference, and current context to make ad-hoc offers for services, products, and packages that are specifically tailored for them.

Enabling proactive engagements

Being proactive means leveraging the full customer view to predict risks such as churn, as well as opportunities to sell, and to engage at the right moment with the right action. This enables the marketing team to stay one step ahead of the customer, anticipate intents, and initiate activity that is aligned with marketing strategy and objectives. The result is superior customer experiences and improved business results.

Ensuring all-bound and omni-channel consistency

The Amdocs solution enables you to implement a consistent journey across every self-service and human-assisted channel, as well as owned and paid media.

This way you can engage on the customer's channel of choice, whether inbound at the retail store, on the web, via chatbot, the contact center, mobile apps, IVR, or outbound by email, text messaging, or push notifications. You can also do this on paid media, including Facebook and Google ads, leveraging machine learning to optimize the relevance of ad content and maximize bid performance.

Agility with marketing experiments

By leveraging the self-learning capabilities embedded in the platform, marketers can be agile with marketing activities and initiatives. They can execute ad-hoc experiments with new ideas and innovative approaches

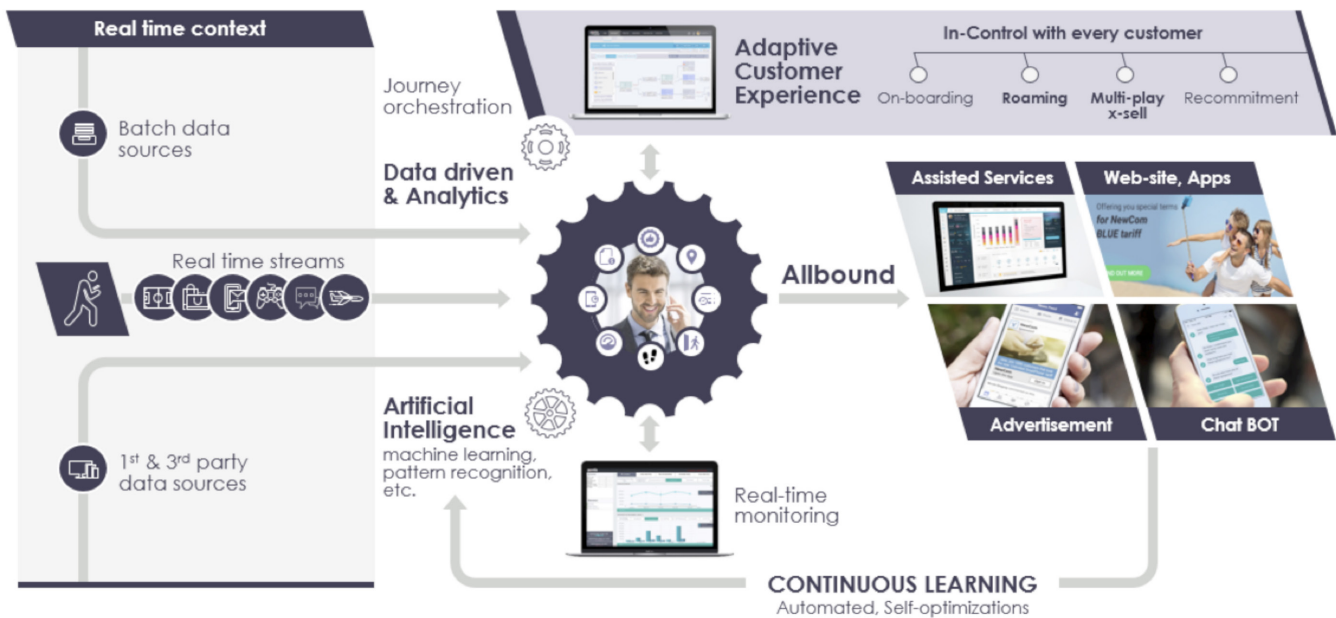
such as seasonal campaigns, product promotions on new channels, and innovative content for A/B testing. The platform's AI driven self-learning capabilities continually measure performance, tune the flow, and optimize the campaign, offer, content, and results.

Managing a continuous journey

The Amdocs Digital Intelligence Platform comes with automatic and contextual feedback collection and self-learning capabilities.

Thus, it continuously tracks, measures, and optimizes the components of every marketing activity and customer engagement, automatically tuning content and flow for ongoing improvements. Furthermore, it continually updates and modifies the Intelligent Customer 360 to adapt to the current customer state and real-time context.

Managing a 1:1 dialog with every customer



The Amdocs Real-Time Digital Intelligence Platform

aia, the Amdocs Real-Time Digital Intelligence Platform, enables service providers to manage a meaningful, one-on-one dialogue with each and every customer, consistently throughout the customer journey. aia also enables them to orchestrate multiple marketing activities and execute more effective marketing initiatives across all channels.

The platform embeds intelligence across the organization, transforming customer engagements, marketing initiatives, and results.

The Real-Time Digital Intelligence Platform is comprised of the following major layers:

The Amdocs Real-Time Data Management Platform,

where we aggregate, filter, organize, and analyze real-time and batch data. This layer is comprised of:

- **The Amdocs Data Hub:** An enterprise-grade, data management platform that leverages the latest Hadoop stack, and enables you to seamlessly collect, store, integrate, and visualize all of your data, in real-time
- **The Amdocs Logical Data Model (aLDM):** Open and TM Forum-compliant, it is a pre-packaged communications-specific data model that maps multiple data sources, optimizes the data for analytics and reporting, and includes 200 pre-designed reports
- **Intelligent Customer 360:** Collects and integrates data from disparate and diverse data sources to deliver a real-time, unified view of the customer to the service provider in the contact center, the sales rep in the store, and for unassisted support such as through chatbots, robots, and IVR

Amdocs Engage, for intelligent customer engagement:

Combines 1st and 3rd party data, including CRM, billing, engagement history, web visits, and real-time customer data, applying machine learning and leveraging the Intelligent Customer 360. It enables you to arrive at an accurate and complete understanding of customer needs, preferences, and intents. It also enables you to manage an adaptive customer journey, have personalized and contextual engagements on all channels, and deliver NBA and NBO recommendations to customer facing channels.

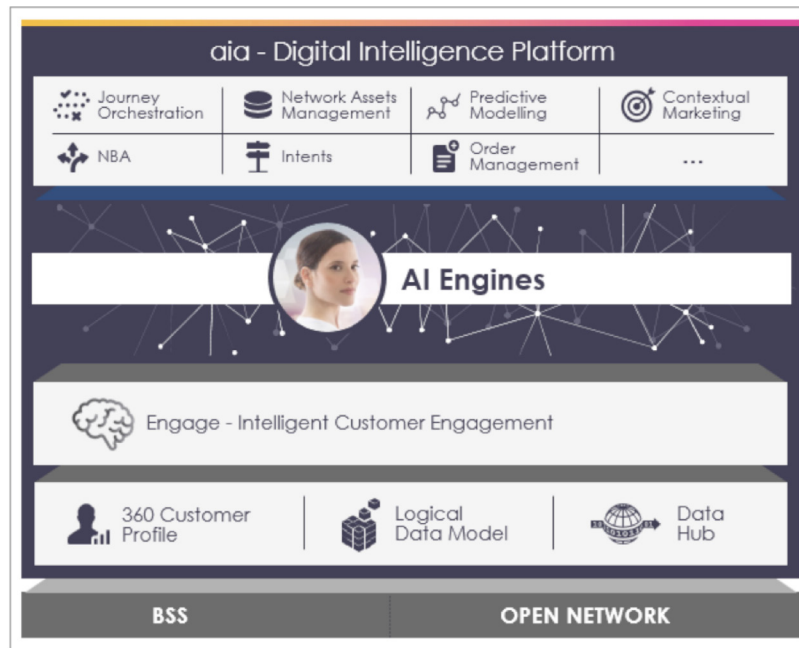
Integrated best of breed AI engines: Best of breed engines from IBM and Microsoft, among others, deliver cutting edge capabilities such as machine learning, natural language processing (NLP), and cognitive computing, and more.

Through our deep familiarity with these source systems and the data models, we are uniquely positioned to effectively extract, process, and organize masses of real-time data, including unstructured data that is dispersed across multiple disparate silos.

This way, we remove the complexity from turning data into insight and intelligence, enabling the AI engines to unlock the value that is contained in data, and which would otherwise be inaccessible.

The Amdocs Chatbot is embedded with cognitive capabilities that leverage natural language processing and machine learning. The Chatbot is pre-trained on the service provider's specific processes, and is infused with industry domain knowledge. This enables service providers to create and offer personalized self-service engagements that provide their customers a uniquely exceptional experience.





The benefits of intelligent customer engagements for marketing



Personalized engagements with offers and support that customers need most, delivered when they need them most, and on their channel of preference



Adaptive customer journeys that automatically tune every engagement to the context and intent of each individual customer, in real-time



Omni-channel consistency for highly efficient human-less engagements, and more effective agent-assisted engagements



Increased marketing offer uptake with next best action (NBA) and next best offer (NBO) capabilities



Continuous optimization of the message, offer, and channel



Optimize paid media results by automatically adapting ad content and bids on paid media



Improved marketing metrics such as increased response rates, improved NPS, and decreased churn



New revenue streams generated from more accurate, personalized packages that drive higher uptake rates



Superior customer experience and increased CSAT to drive increased customer retention