

Digital Transformation enabling impressive Customer Engagement



A leading telco operating in LATAM

WLS & WLN LOBs, B2C & B2B segments

Bringing customer engagement & experience to the next level

Agents' training time down from **1 month** to **2 days**

80% reduction in swivel chair for CSRs in stores and call centers

90% increase in automation during order capture

E2E TV fulfillment for new customer acquisition from **3 hours** to **10 mins** (Order Capture to activation for new customer)



BUSINESS NEEDS

- Improve operations and costs by consolidating multiple stacks
- Provide superior user and customer experience
- Improve Time to Market



SOLUTIONS

- Multiple stacks consolidated into one
- New Amazon-like user experience
- Automatic feasibility process
- Catalog rationalization and Mix & Match in the market
- Quad system allowing cross product discounts
- Fully consolidated customer view on one screen (multi-hierarchy)
- Billing Care capabilities
- NCA & MACD ordering scenarios



CUSTOMER VALUE

- Renewed positioning of Amdocs as trusted advisor
- Cost and operational efficiencies due to system consolidation
- Improved user experience
- Faster and more efficient ordering flows
- Improved Care experience
- Improved employee system satisfaction
- Improved upsell and cross sale rates
- Faster Time to Market of new innovative offerings improving competitive edge
- Increased customer experience and satisfaction