

Amdocs Commerce

Supercharge telecom sales by eliminating complexities, streamline the entire sales cycle, and optimize every touchpoint of the customer journey



In today's fast-paced digital world, CSPs face the challenge of meeting growing customer expectations for easy, personalized, and seamless commerce experiences. The pressure to streamline sales processes and stay competitive has never been greater.

CSPs must navigate non-linear interactions across multiple channels, manage complex product and service interdependencies, and ensure rapid adaptation to market changes, all while expanding their partner ecosystems. Customers demand flexible bundles, pricing, and payment options, but rigid technology stacks often hinder the agility needed to quickly design offers and manage the full sales journey. Addressing these challenges is critical for CSPs to remain competitive.

A telco-fit solution that simplifies these complexities and facilitates the end-to-end commerce journey is the key to success.

AI, GenAI, & data driven

The solution's embedded AI and GenAI deliver personalized, real-time, contextual recommendations at scale. By analyzing usage trends, monitoring behavioral patterns, and tracking performance, CSPs can tailor offerings to meet the specific needs of each customer.

Amdocs Commerce: a telco-grade solution for simplifying complex commerce challenges

- Effortlessly **manage the entire customer lifecycle**, from onboarding to contract amendments, including replacements, upgrades, cancellations and resumes, ensuring a consistent and unified experience across all channels.
- Leverage **data-led insights** and **AI-powered**, eligibility-aligned shopping carts to deliver seamless, proactive **omnichannel experiences**, optimizing the customer journey from discovery to fulfillment and delivery and optimizing every sale opportunity.
- Interact through **embedded copilots**, offering personalized, real-time suggestions that proactively guide customers through their journey, providing simple, intuitive, contextualized support to elevate the overall shopping experience and sell more.
- Powered by Amdocs Order Management, ensuring real-time, **successful order fulfillment** of any order type, complexity, or scale.. It utilizes automated, intelligent, industry-specific business processes with preemptive actions, resolution, and self-healing mechanisms to eliminate order fallout and meet dynamic customer needs, including in-flight order amendments.
- Accelerate time-to-market with the **Amdocs Catalog**, overseeing the entire product lifecycle from ideation to retirement, enforcing comprehensive rules, eligibility criteria, and compatibility restrictions. It acts as a **single source of truth**, ensuring consistent pricing, promotions, and configurations across all channels, delivering a seamless and unified customer experience.
- A **unified platform**, with extensive telecom expertise that serves all business lines and customer types, from consumers to enterprises.

Key capabilities

Specifically designed for CSPs

Simplifies complex telco-specific interdependencies of products, services, and eligibility, accounting for dynamic customer compatibility, lifecycles, and hierarchies.

End-to-end commerce journey

Streamlines all telco-specific commerce activities throughout the customer lifecycle, including shopping, transactions, fulfillment, amendments, upgrades, replacements, and more.

True omnichannel experience

Enables a start-anywhere, finish-anywhere, persistent shopping cart experience across ecommerce and physical channels. Integrating sales across social media, digital platforms, physical stores and contact centers.

Unified solution

Consolidates all lines of business, customer types, and channels into a single platform, ensuring consistency and acting as the single source for pricing, promotions, and bundle configurations.

Flexible pricing and promotions

Supports bundling across LoBs and partners, offering step and tiered pricing, diverse discounts, and dynamic promotions for personalized, market-responsive offers.

Leverages a library of ready-to-use templates for tiered pricing, BOGO offers, free trials, and discounts, allowing CSPs to quickly configure tailored promotions. This capability accelerates conversions and provides a competitive edge.

Figure 1: Amdocs Commerce: Addressing Unique CSP Challenges