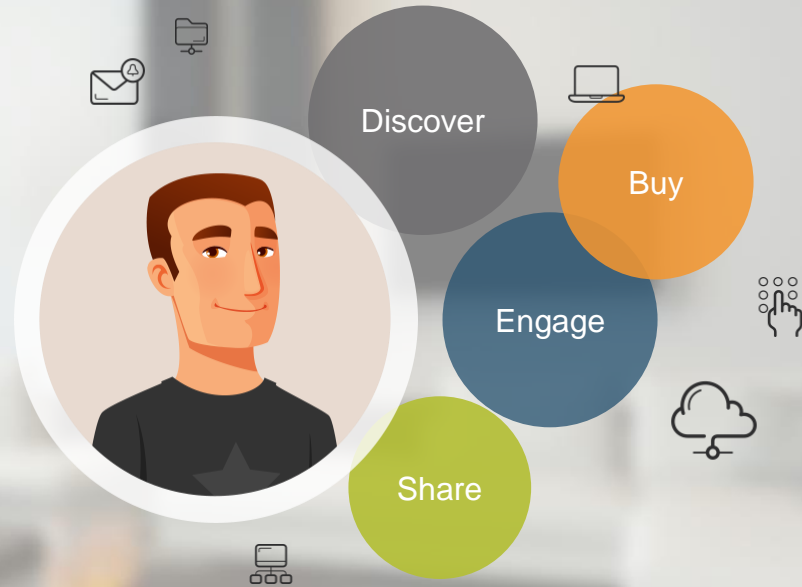


Amdocs Digital

Start the journey

Customer Engagement Lifecycle



A *Generation C* customer

Meet

J. Adams



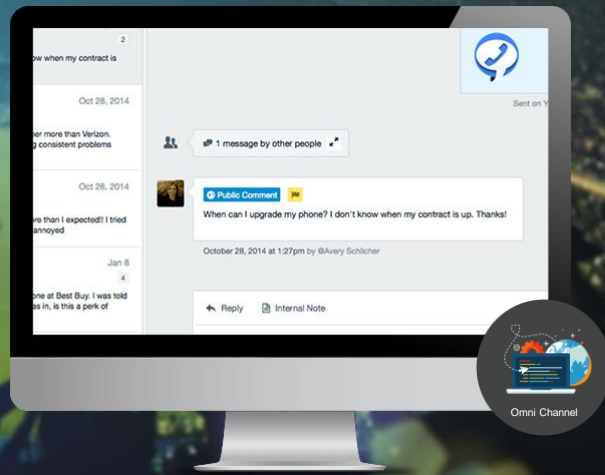


@Jadams “ Can't wait for soccer season to start Which network has the best plan for streaming live games? ”

@FutBall4Life “Same here J! Check out NXT FootFrenzy Plan! signed up already”

Tweets to get bet soccer plan

Social Monitoring and Filtering





J. Adams clicks on the link from his friend and is now directed to the NXT site showing a personalized soccer plan with 2 free tickets to a local game

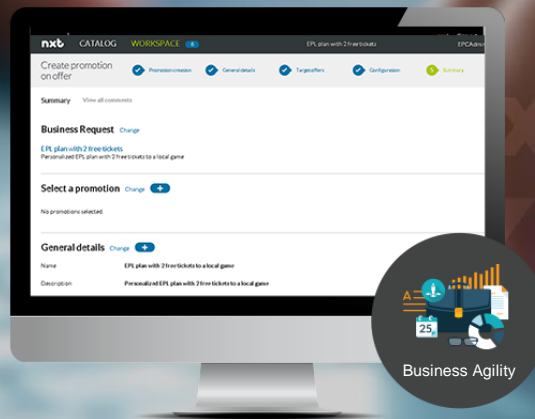


Buys soccer plan from NXT

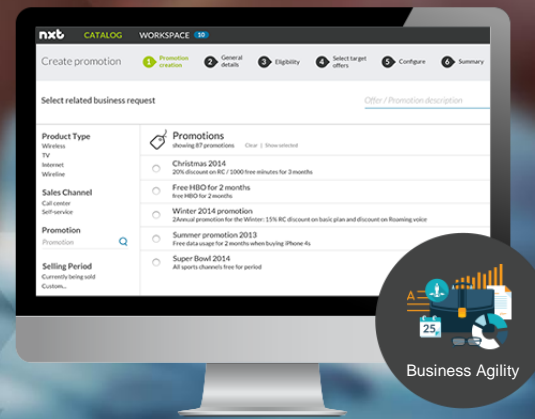
Microsegmentation



Enterprise Catalog

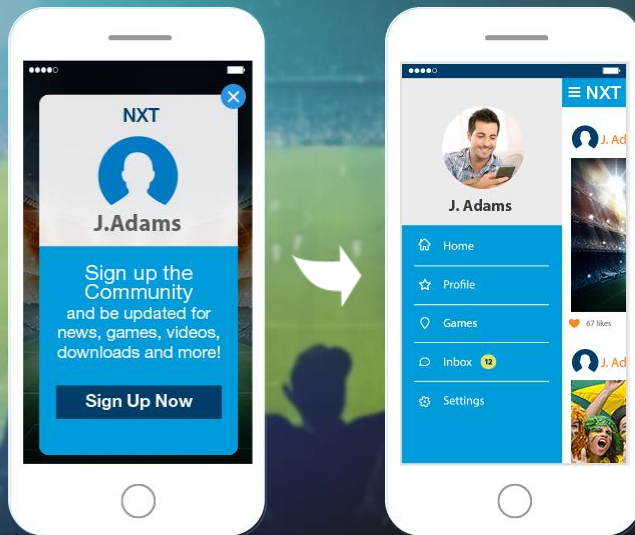


Enterprise Catalog





J. Adams purchases the plan and also selects the option to opt into the NXT SoccerFever community and downloads the app

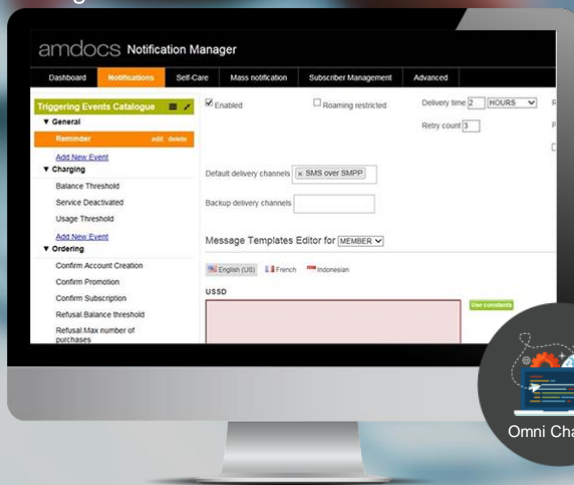


Community Sign up



On Game Day, NXT sends a proactive message “Hey J! All excited for the game? Have a great time at the event. Here’s the starting line up for tonight

Configure Notifications

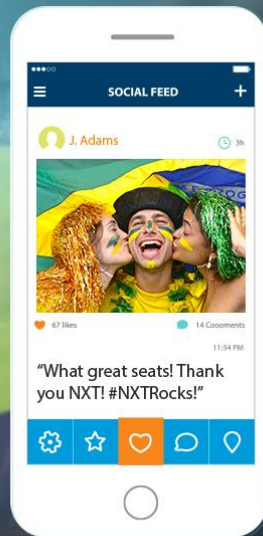
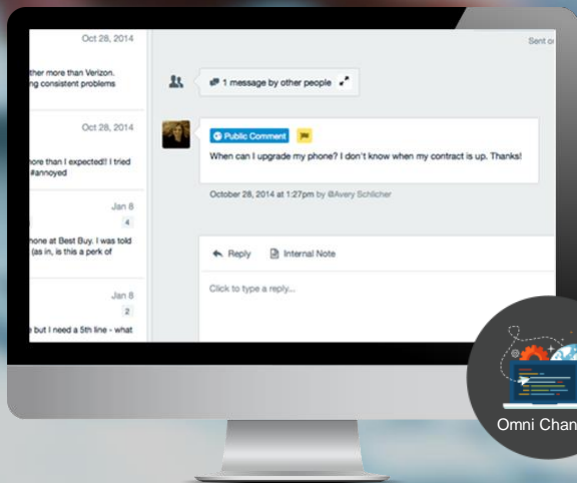


Game Day Notification



"J gets to his seat and sees his favorite sports celebrity two rows down. Tweets a selfie of him with Sidney Crosby "What Great seats! Thank you NXT! #NXT4Life!"

Social Filtering and Monitoring

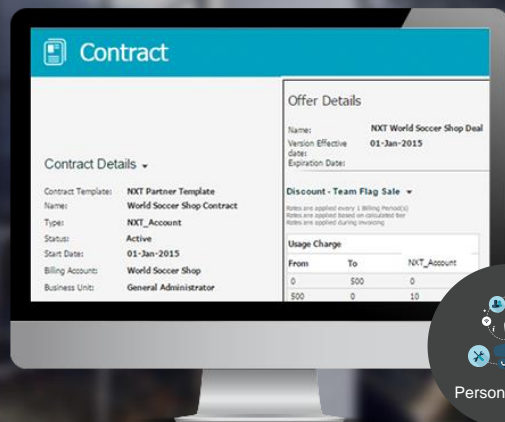


Selfie at Stadium

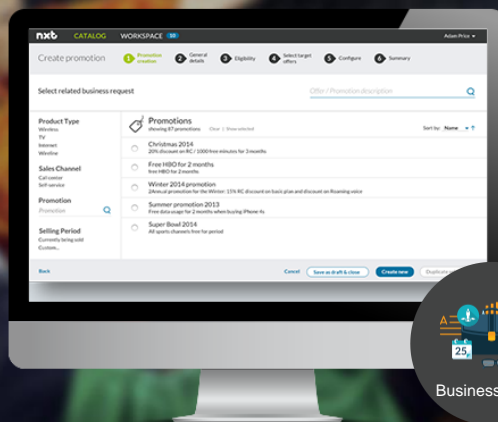


NXT sends a message “Hey J, here’s a 20% discount for the sports store at your end of the stadium. South Stand Level 2. Let the GAMES begin!”

Partner Management



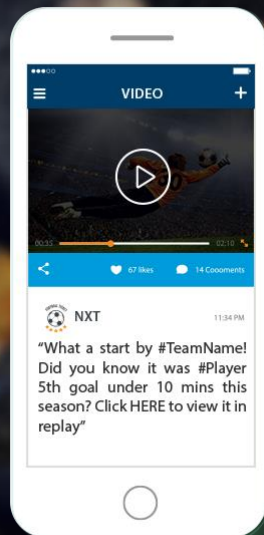
Enterprise Catalog



Partner Discount Notification



A 4th minute goal down the other end roars up the crowd! NXT on the Community...



NXT

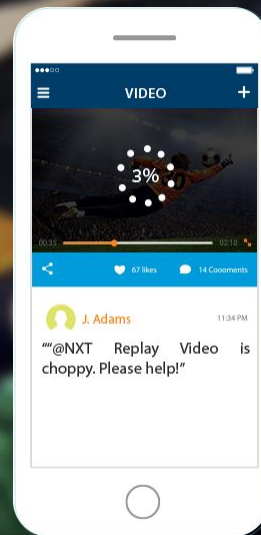
“What a start by #FC_Thunder! Did you know it was #DirkRooney 5th goal under 10 minutes this season? Click [HERE](#) to view it in replay”

Goal Video Replay



J.Adams tries to play the replay but is having trouble viewing it “@NXT Video is choppy, Please help!”

Network Care



J.Adams

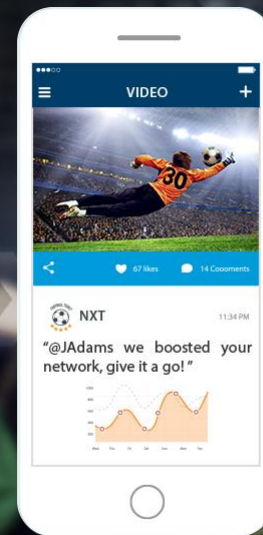
“ @NXT Replay Video is choppy. Please help! ”

Tweet NXT to help



J is now able to successfully view the replay clip

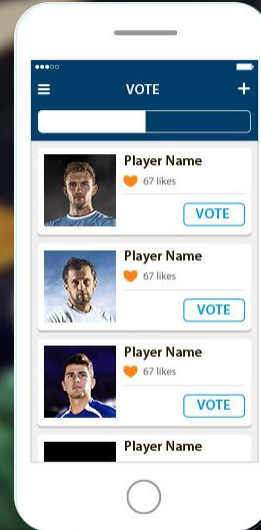
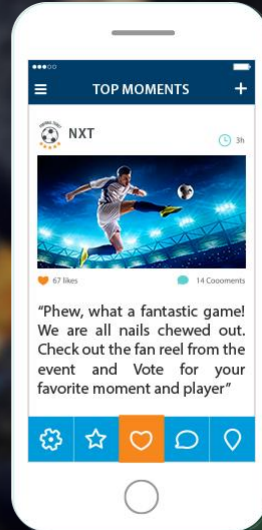
Digital Commerce



Network Boost™



“After the event NXT posts on the community page
“Phew, what a fantastic game! We are all nails
chewed out. Check out the fan reel from the event
and vote for your favorite moment and player”



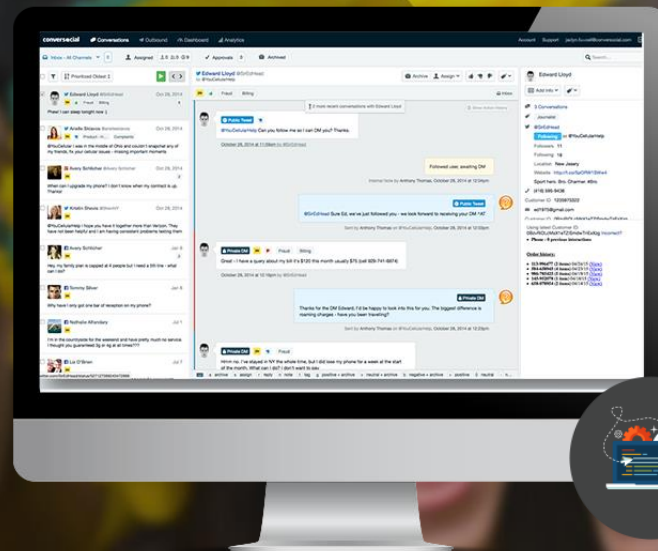
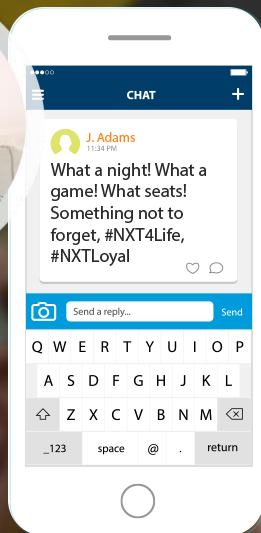
Post Game fan reel



"At the end of the game, an ecstatic J tweets "What a night, What a game! What seats! Something not to forget.. #NXT4Life, #NXTLoyal!"



Social Monitoring and Filtering



Post game tweet

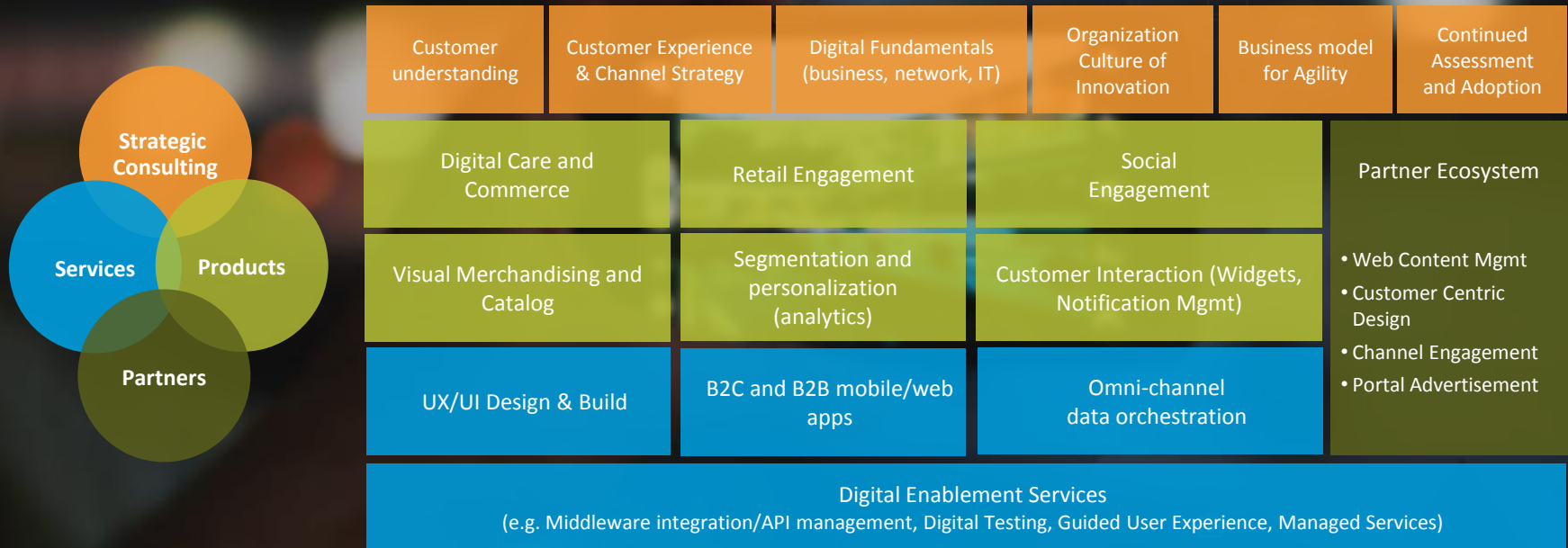
A *Generation C* customer

J. Adams



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From **tailored strategy and solutions** to enablement services to achieve **sustained growth** and **innovation** with a customer centric vision and generate higher returns



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