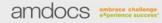
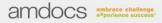
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Start the journey



Customer Engagement Lifecycle

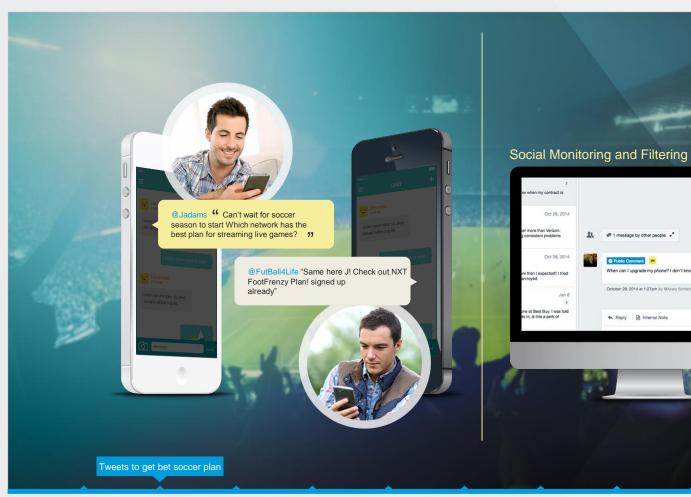




A Generation C customer



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2

1 message by other people

October 28, 2014 at 1:27pm by @Avery Schlicher

When can I upgrade my phone? I don't know when my contract is up. Thanks!

Public Comment

A Reply 🕒 Internal Note

Sent on

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

Select related busin	ess request	Offer / Promotion description
Product Type Wretes TY Matemet Wretine Sala center Set-service Promotion Promotion Q	Ø	Promotions showing #7 promotions Clear Snowselected
	0	Christmas 2014 20% discount on RC / 1000 free minutes for 3 months
	0	Free HBO for 2 months free HBO for 2 months
	0	Winter 2014 promotion 24 multi promotion for the Winter: 15% RC discount on basic plan and discount on Roaming voice
	Q O	Summer promotion 2013 Free data usage for 2 months when buying iPhone 4s
Selling Period Currently being sold Custom	0	Super Bowl 2014 At parts shareds free for period
		25
		Business A



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



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

≡ NXT

Configure Notifications

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omni Channel

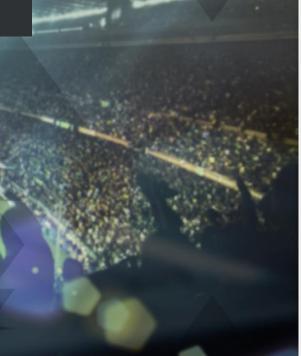


"J gets to his seat and sees his favorite sports celebrity two rows down. Tweets a selfie of him with Sidney Crosby "What Great seats! Thank you NXT! #NXT4Life!"

Social Filtering and Monitoring







Im

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!

Enterprise Catalog

NXC CATALOG WORKSPACE Adam Price + Contract NOTIFICATION + Create promotion 🚯 Presiden 🚱 General 🚯 Eligibility 🚯 Select target 🚯 Configure 🚯 Sensary Select related business request Q 💮 NXT Offer Details (3h Product Type Promotions NXT World Soccer Shop Deal Sorthy Name . + + lame: Version Effective 01-Jan-2015 Christmas 2014 20% documt on RC / 2000 free minutes for 3 months date: Expiration Date: Whether Contract Details -Free HBO for 2 months tree HBO for 2 months Sales Channe Winter 2014 promo Contract Template: NXT Partner Template Discount - Team Flag Sale + DISCO Promotion World Soccer Shop Contract Summer promotion 2013 Free data users for 2 months whe Name: tates are applied every 1.00mg Period(x) tates are applied based on calculated for tates are applied during involving NXT_Account Type: Super Bowl 2014 Selling Period Active Status Usage Charge Start Date: 01-Jan-2015 rom To NKT_Account 9 67 likes 14 Cocoments Billing Accounts World Soccer Shop Cancel Save as draft & close \$00 0 General Administrator Business Unit: **.** 🕑 🕘 , X **Business Agility** Personalization 😳 🏠 Q Partner Discount Notification



Partner Management

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



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"What a start by #TeamName! Did you know it was #Player 5th goal under 10 mins this season? Click HERE to view it in replay"

11:34 PM

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!"

Service

Network Care



لحكم



J.Adams

" @NXT Replay Video is choppy. Please help! "

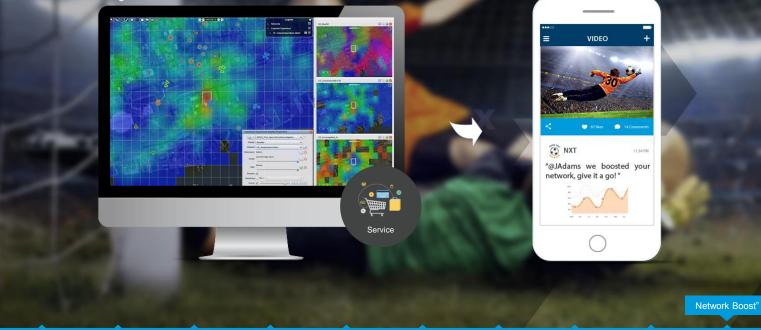
Tweet NXT to he

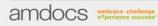


J is now able to successfully view the replay clip

Digital Commerce

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"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"



"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"

Q

3

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	VOTE	
1	Player Nam	e
ar de la		VOTE
0	Player Nam	e
		VOTE
2	Player Nam	e
(25	🤎 67 likes	VOTE



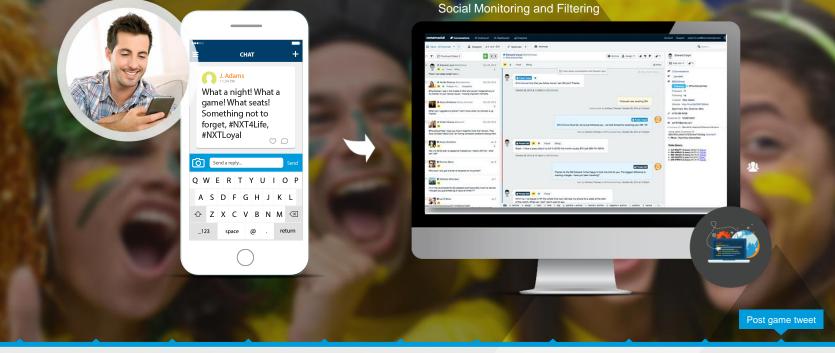
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Post Game fan reel





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



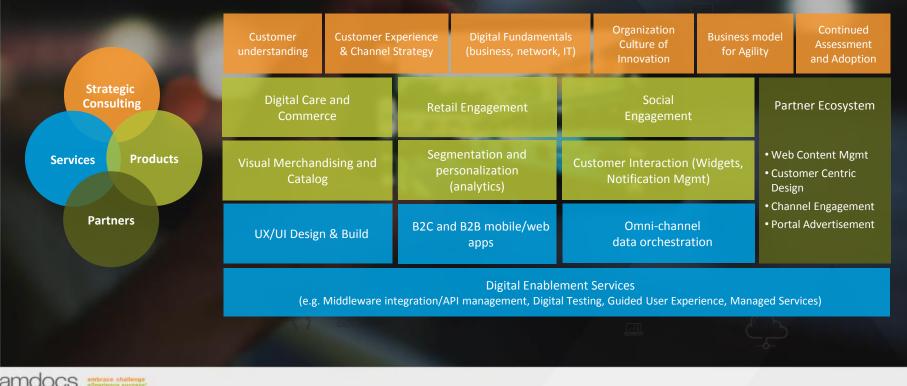
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Holistic yet modular offers backed by Amdocs domain expertise to deliver results



Solve Holistically

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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Single platform, designed specific for Telecom with complete omni channel capabilities to serve traditional to digital, multiplay and entertainment services

Amdocs. Your partner for going Digital.

Service Excellence

Proven expertise to bring digital solutions and bridge online channels to operating environment with an agile implementation approach for faster deployment results



Deliver results

Reduce risk and ensure results with Amdocs' vast experience, industry expertise, partners and unparalleled delivery track record



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