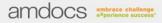
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Start the journey



Customer Engagement Lifecycle

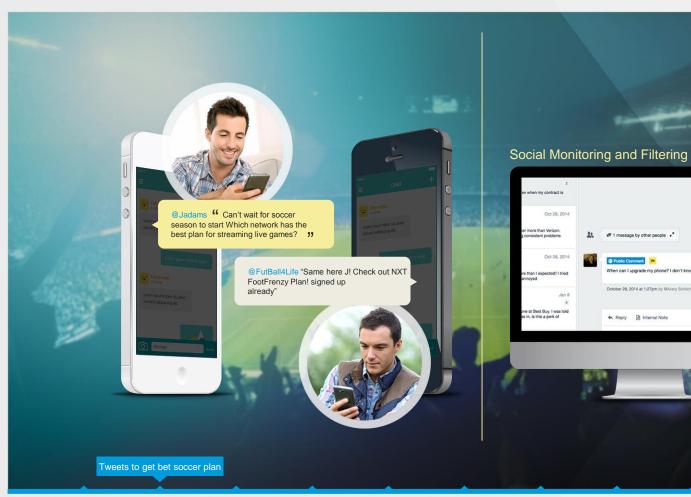




A Generation C customer



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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

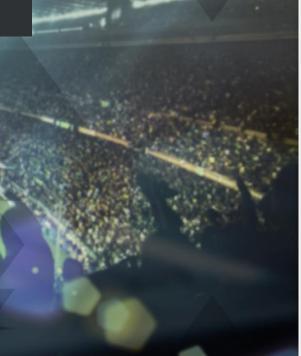


"J gets to his seat and sees his favorite sports celebrity two rows down. Tweets a selfie of him with Sidney Crosby "What Great seats! Thank you NXT! #NXT4Life!"

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...



لحكم



"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! "

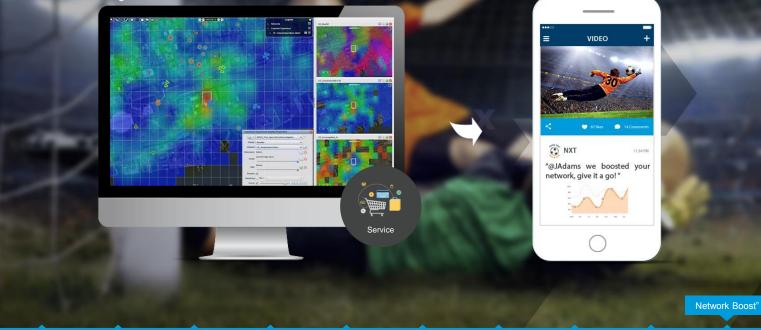
Tweet NXT to he

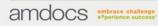


J is now able to successfully view the replay clip

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

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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



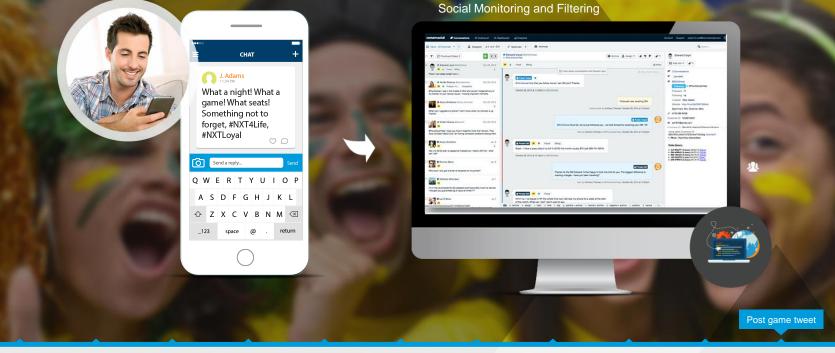
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Post Game fan reel





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



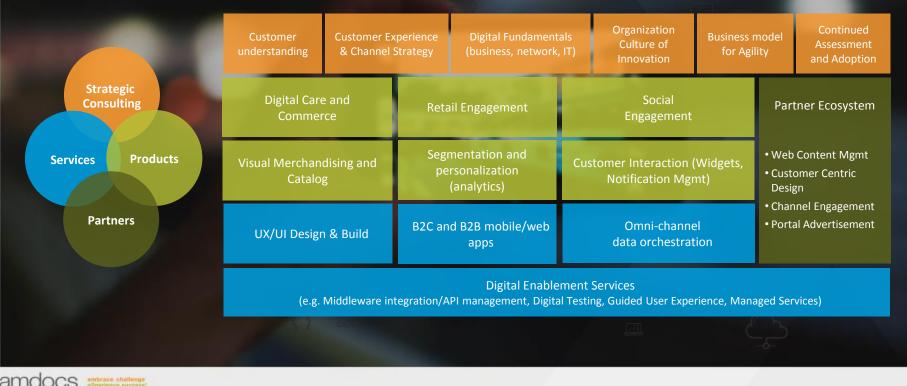
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Holistic yet modular offers backed by Amdocs domain expertise to deliver results



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.

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



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