



CRM Software Review



About this Review

Thank you for requesting this executive summary of ISM's comprehensive CRM Software Review for Amdocs CRM. Since 1989, ISM staff has tested dozens of software packages annually from CRM vendors around the world. Each review is currently based on 179 criteria, drawn from input we've received from senior executives and sales, marketing and customer service personnel. ISM receives no money from any vendor it reviews, to ensure 100% objectivity. Vendors must fully demonstrate their functionality for each criterion.

About ISM

Since 1985, ISM has created & implemented strategies to delight the customers of best-in-class organizations worldwide. ISM provides solutions that maximize user-adoption, ensure seamless collaboration between customer-facing functions and enhance customer engagement. We combine strategic vision with powerful technologies and tools to deliver actionable strategies that lead to an optimized customer experience, improved customer service, better-calibrated marketing programs and ultimately, to increased customer acquisition, retention & growth. Let us review your current customer-facing technology programs and activities, and ready your organization for 2030 and beyond.

Contact us for the full, detailed 20-page CRM Software Review for Amdocs CRM or any of 30 other major CRM applications.

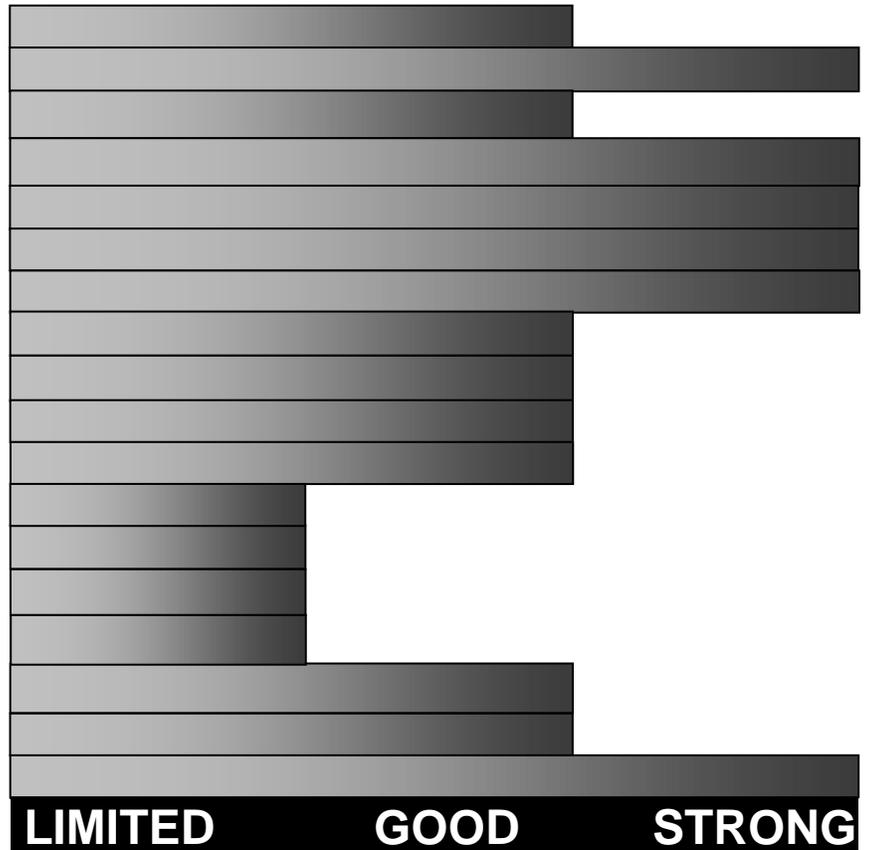
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Amdocs CRM at a Glance:

Business Functions

Evaluation of Business Functions

Contact Management	✓
Account Management	✓
Sales Management	✓
Time Management	✓
Customer Contact Center	✓
Customer Service	✓
Telemarketing/Telesales	✓
Marketing	✓
Lead Management	✓
Business Analytics	✓
e-Business	✓
Project Management	✓
ERM	✓
Field Service	✓
Mobile CRM	✓
Social CRM Functionality	✓
Real Time Features	✓
User Friendliness/Support	✓



Strengths:

- Account management
- Time management
- Telemarketing/Telesales
- Customer contact center
- Customer service
- Marketing
- Opportunity management
- Lead optimization
- Alert/Alarm capabilities
- Order management

Weaknesses:

- Limited project management
- Limited ERM
- Lack of interactive calendar
- Lack of automatic drill down
- Lack of customer survey management
- Lack of online customer behavior analysis

Executive Summary

Amdocs CRM is a comprehensive enterprise-wide customer relationship management solution, which has strong features in account management, time management, telemarketing, customer contact center, customer service and marketing. In addition, the package contains good functionality in contact management, sales management, lead management, business analytics, real time features and e-Business. Navigation of the program is intuitive regardless of the client interface (e.g., classic Windows client, Web client).

Contact and account management

Contact and account management is enhanced with the ability to indicate business relationships and contact hierarchies including sub contacts. Amdocs CRM allows the user to offer discounts for specific line items in an Order Entry quote by indicating the percentage discount desired. Notes attached to the particular quote can be used to describe the reasons for the discount and other information related to the quote. Amdocs CRM additionally contains a built-in proposal wizard, in which a user can create and save proposal or sales contract templates for future use. The user is able to create price quotes and merge price quotes into any template in the proposal wizard.

Opportunity management

Opportunity management can be conducted using the Target Account Selling methodology module. Customizable forms permit the user to create his/her own sales cycle analysis. The sales cycle for each company is illustrated with built-in graphs. The probability of closing a sale increases as each step is completed.

Time management, Customer Service

Bi-directional integration with MS-Outlook is available for activities, Email and contact information. Customer contact center and customer service functionality is comprehensive. Many customer self-service functions are available via Amdocs CRM Support. Automated Email response can be set up using the MMI and the Customer Interaction Manager functionality. Interactive support options such as “call me” and “chat” are also set up using Amdocs CRM support functionality. Administrators can set up operations for routing interactions from multiple channels such as Web, phone, Email, etc. based on media, agent skill set or content of the interaction. Amdocs CRM allows the sharing of information with partners in order to resolve outstanding incidents that are related to a partner’s product. Customer service also features detailed tracking of order shipments via Clear Logistics. Incident management is enhanced with the ability to place cases (incidents) in WIPbins and queues; individual agents or teams can work cases.

Field Service

ClearLogistics Depot Repair can be used to for return authorization management such as tracking parts return, repair, cost of repairs, due dates, etc. ClearContracts can be utilized for service level agreement (SLA) management because SLAs are handled as contracts, with associated information like description, service level, coverage, start/end dates, etc. Field service agents can use Schedule Tracker to access field service personnel schedules and availability and dispatch the job. The field service agent can access scheduled items, including job details using the wireless field service application. Users have the ability to view KeyPhrases, Diagnostic Hints and a Solutions Path Summary for case solutions. Problem resolution information can be made available for internal use or for public consumption.

Scripting

A robust dynamic branch-scripting tool, Script Manager, supports telemarketing. Each answer to a question in the script can be assigned a qualification rating that determines the next appropriate question in the script. The program is comprehensive, in that it also offers strong call planning and call statistics tools.

Reporting & Lead management

Call statistics reporting and other reporting is typically done using the Enterprise Reporting tool, which provides tabular and graphical display of the data. The package has a built-in lead profile screen with action items, activities, attachments, literature requests, product interest and scripting menu options.

Campaign management

Campaign results can be compared to goals in for opportunities (total), won, and revenues resulting from a campaign. Users have to ability to view campaign results in multiple currencies. For product/price configurator options, the add-on Amdocs CRM configuration product can be used. Configuration functionality can be deployed to the Web or used at the call center to generate accurate quotes. The Customer Value fields in a customer profile can be linked to the values determined within Amdocs CRM Predictive Analytics.

Amdocs CRM Predictive Analytics module provides an analytics engine, which can be used to predict customer behavior. Opportunity Advisor provides a recommendation and marketing offer delivery engine.

e-Business functionality

e-Business features are available via two add-on modules: Amdocs eOrder and Amdocs eSupport. The Amdocs eOrder module permits the user to access an on-line customer portal, which can be customized to provide a direct link to the Amdocs Support Center, customer profile screens, corporate information, partnership information and order center. A Web storefront can be created (via the Amdocs eOrder module) to display product descriptions and pricing information. The Web storefront can also offer an order-processing feature for generating on-line orders.

A Change Request feature permits users to make change requests in the Amdocs CRM database to the System Administrator. When the change request is approved or disapproved, the user will receive the change request response by Email notification. A Change Request Hierarchy offers users the ability to track the progress of a change request.

Integration and customization

Integration and customization are enabled using the Integration Gateway and the Customization Center products. The Customization Center products enable users to customize their screen interface, toolbar and dashboard via point and click actions. Data conversion and import benefits from the Automap tool which will choose the most logical mappings of field information before manual configuration is necessary.

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Company Profile

YEARS IN BUSINESS	32	PRICE – MULTI-USER	Vendor Disclosed
NUMBER OF EMPLOYEES	20,000+	SERVER	Vendor Disclosed
LICENSED SEAT/USERS SOLD – LAST 12 MONTHS	Vendor Disclosed		
TOTAL NUMBER OF CUSTOMERS	1,300+ companies		
LANGUAGES AVAILABLE	English (US), French, German, Spanish, Japanese		
LIST OF RESELLERS	Amdocs has over 15 strategic resellers including IBM, Hewlett Packard, Gold CRM, Siemens AG Osterreich, InStranet, Information Builders and Transworld Information Systems		