

JOINT KEYNOTE

NAVIGATING THE AI JOURNEY: THE OVUM-AMDOCS AI MATURITY ASSESSMENT MODEL



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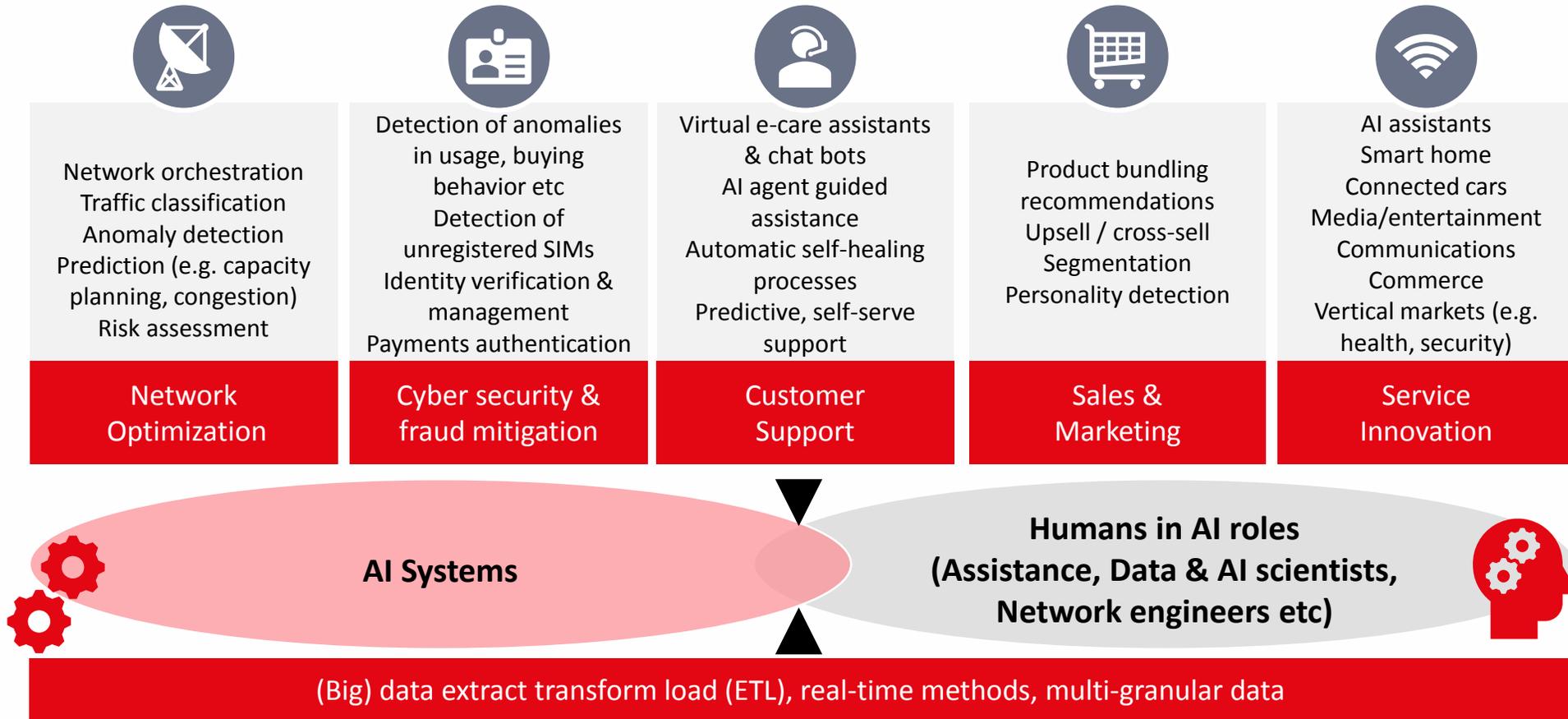
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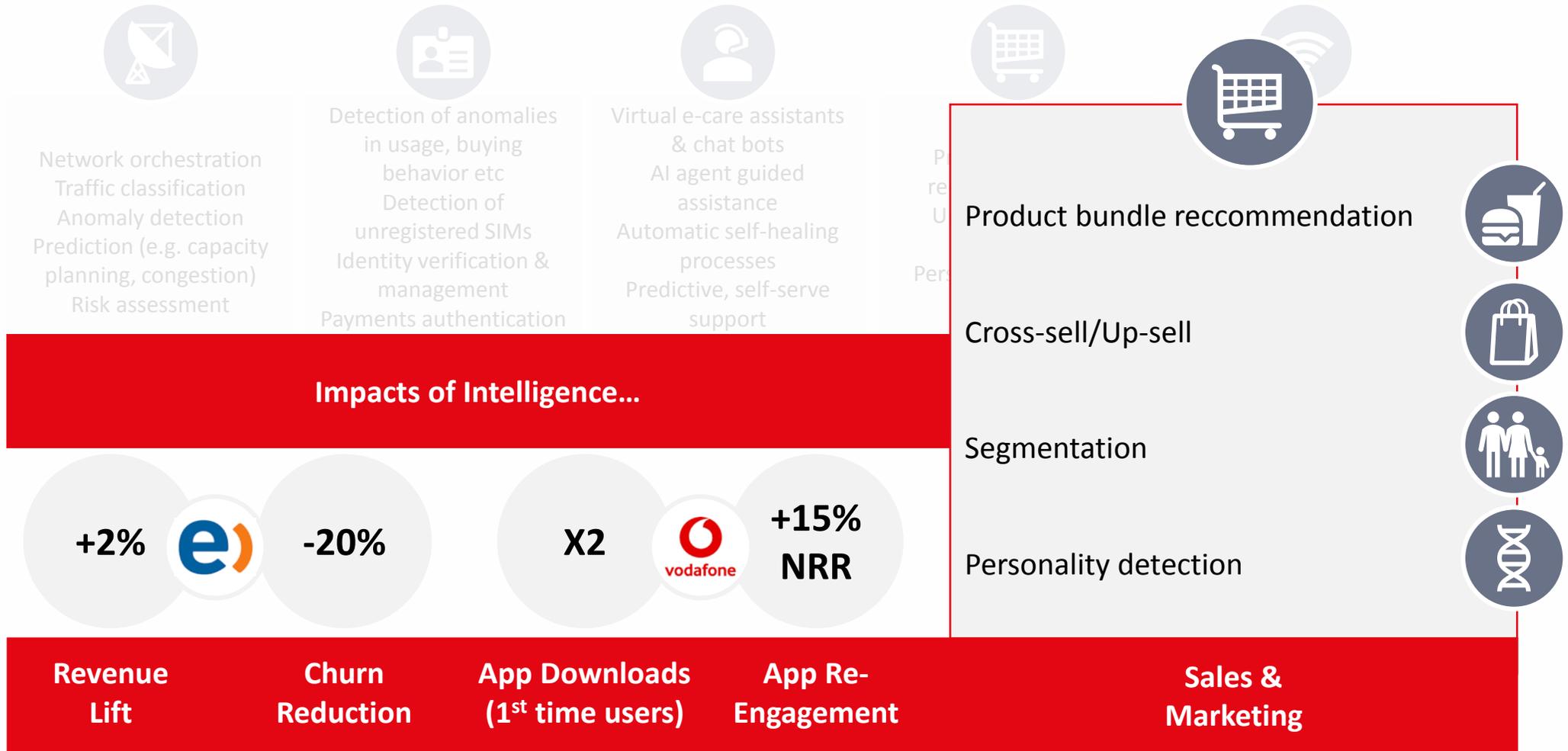
AI has the potential to bring benefits across the business

But service providers are struggling to navigate the AI, or to even know where to start



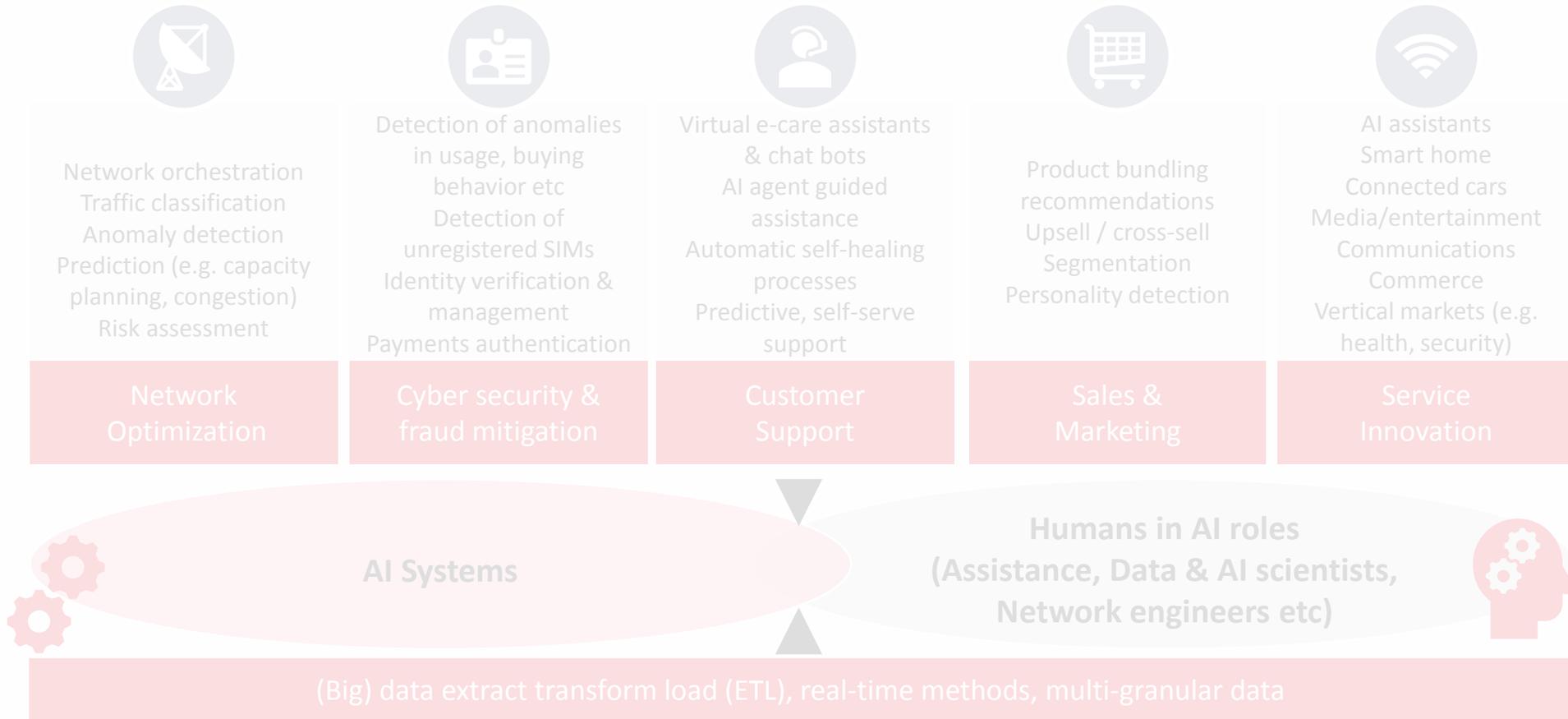
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AI maturity must be assessed across multiple pillars – and in a joined up way



Strategy



Organization



Data



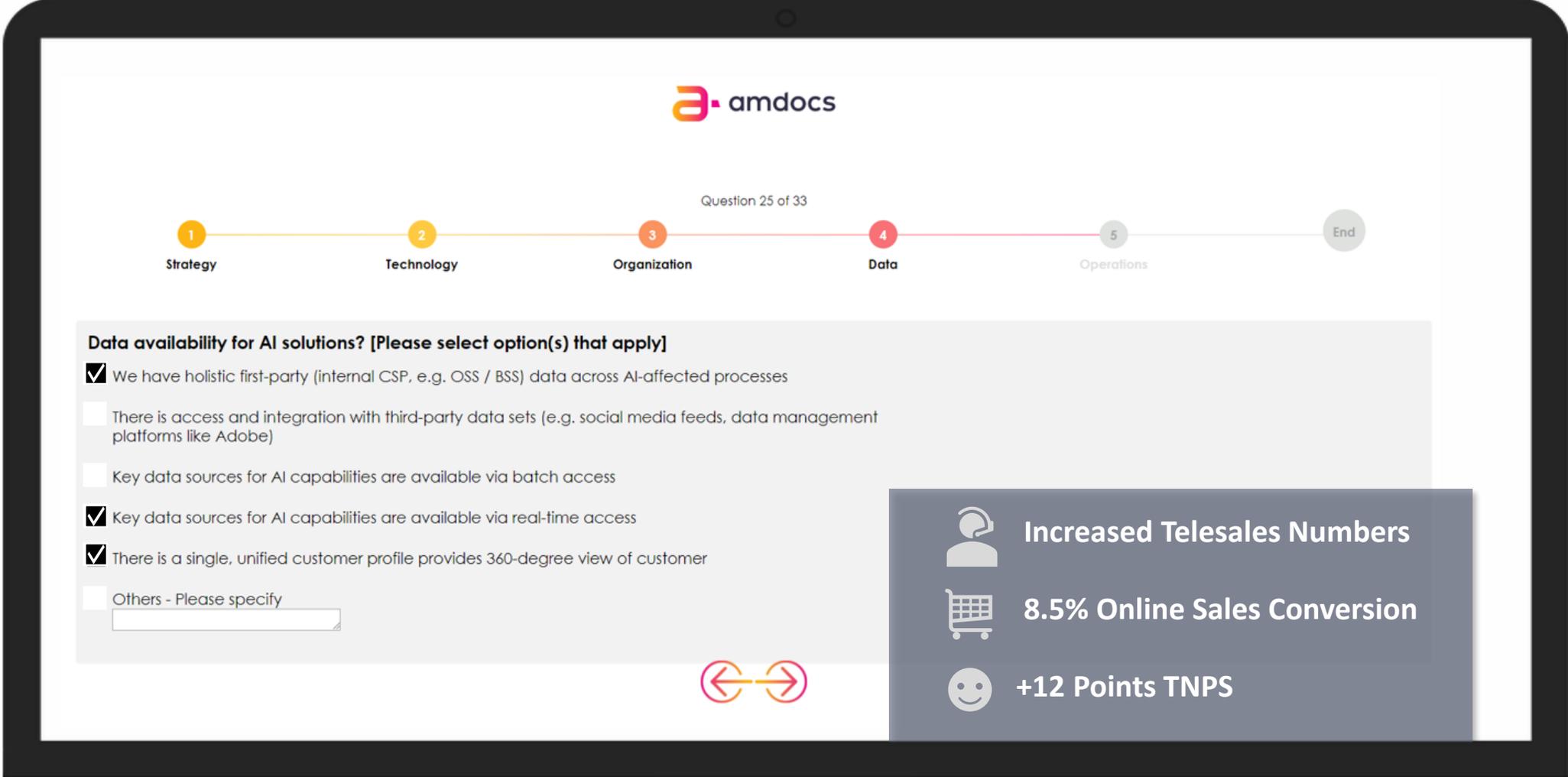
Technology



Operations



AI Maturity Model – Understanding the Data Pillar



The screenshot shows a survey interface for Amdocs. At the top, the Amdocs logo is displayed. Below it, a progress bar indicates the current question is 'Question 25 of 33'. The progress bar has five stages: Strategy (1), Technology (2), Organization (3), Data (4), and Operations (5). The 'Data' stage is currently selected and highlighted in red. Below the progress bar, the question text reads: 'Data availability for AI solutions? [Please select option(s) that apply]'. There are five options with checkboxes: 1. We have holistic first-party (internal CSP, e.g. OSS / BSS) data across AI-affected processes (checked). 2. There is access and integration with third-party data sets (e.g. social media feeds, data management platforms like Adobe) (unchecked). 3. Key data sources for AI capabilities are available via batch access (unchecked). 4. Key data sources for AI capabilities are available via real-time access (checked). 5. There is a single, unified customer profile provides 360-degree view of customer (checked). Below these options is a text input field labeled 'Others - Please specify'. To the right of the question, there is a dark grey box containing three icons and their corresponding metrics: a headset icon for 'Increased Telesales Numbers', a shopping cart icon for '8.5% Online Sales Conversion', and a smiley face icon for '+12 Points TNPS'. At the bottom center of the survey area, there are two circular arrows pointing left and right.

amdocs

Question 25 of 33

1 Strategy 2 Technology 3 Organization 4 Data 5 Operations End

Data availability for AI solutions? [Please select option(s) that apply]

- We have holistic first-party (internal CSP, e.g. OSS / BSS) data across AI-affected processes
- There is access and integration with third-party data sets (e.g. social media feeds, data management platforms like Adobe)
- Key data sources for AI capabilities are available via batch access
- Key data sources for AI capabilities are available via real-time access
- There is a single, unified customer profile provides 360-degree view of customer
- Others - Please specify

Increased Telesales Numbers

8.5% Online Sales Conversion

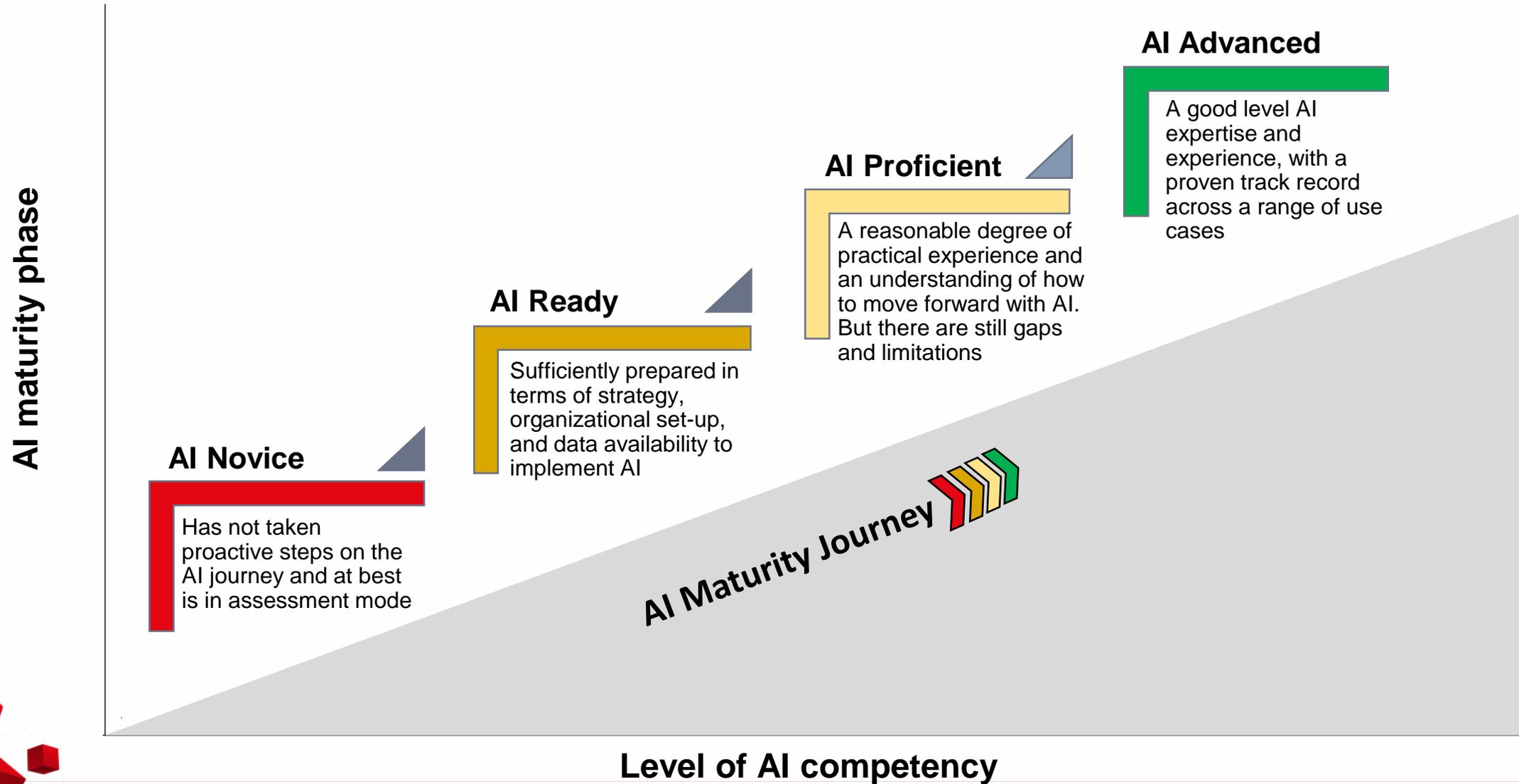
+12 Points TNPS

AI Maturity Model – Understanding the Operations Pillar

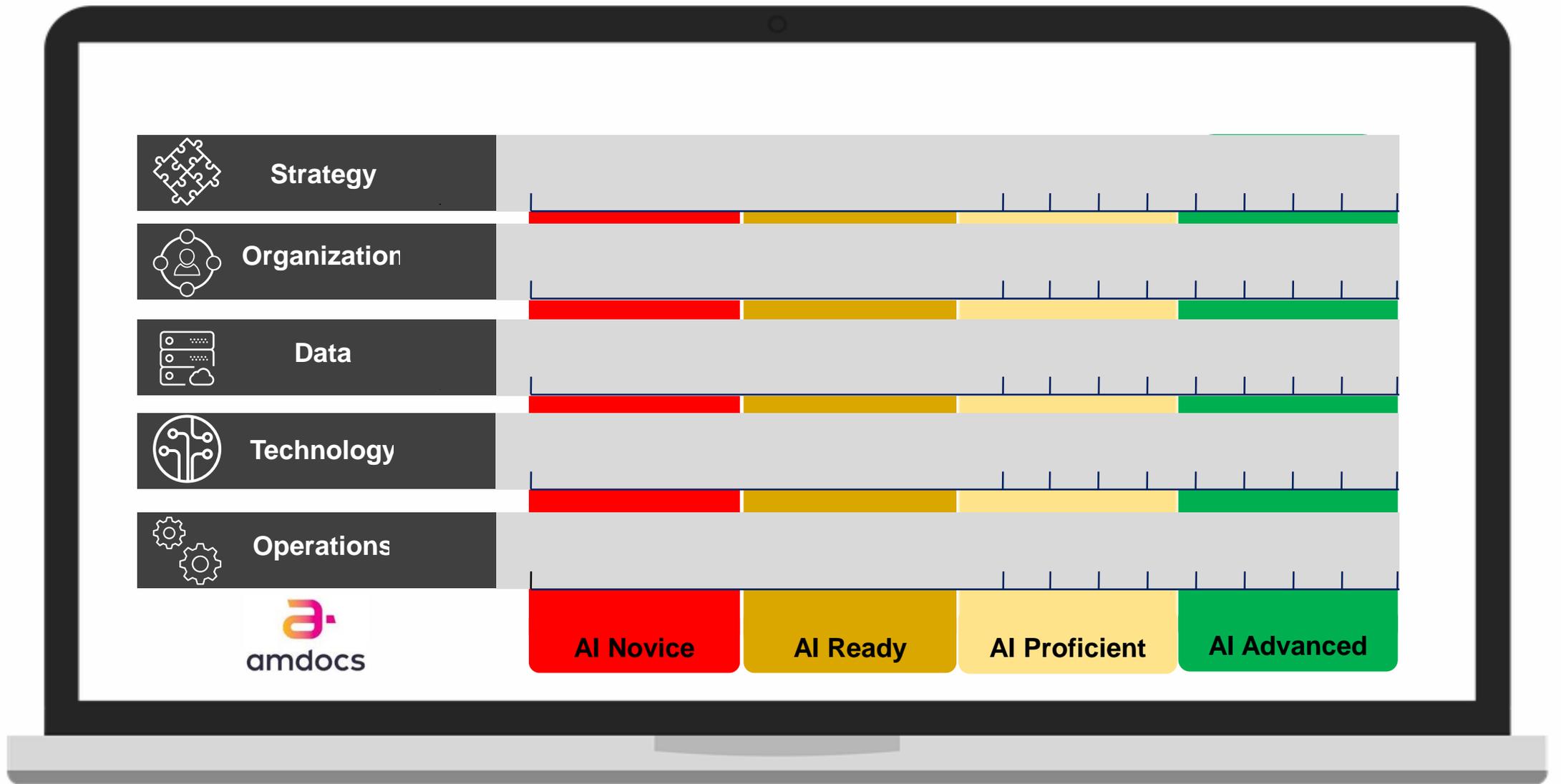
The screenshot shows a survey interface for Amdocs. At the top, the Amdocs logo is displayed. Below it, a progress bar indicates the current question is 'Question 30 of 33'. The progress bar has five stages: 1 Strategy, 2 Technology, 3 Organization, 4 Data, and 5 Operations. The 'Operations' stage is currently active. Below the progress bar, the survey question is: 'In which of the following customer care scenarios are you already using AI, or planning to do so? [Please select option(s) that apply]'. There are four checked options: 'Proactive customer care (e.g. predictive modelling to anticipate and pre-empt issues that lead to complaints)', 'Empowering human agents (e.g. guide human agents in real time)', 'Empowering the customer in self-service channels (e.g. virtual assistants, chat bots in messaging apps)', and 'Intelligent customer care operations (i.e. AI for an insight-driven operational view that includes auto-detection of new trends, anomalies etc.)'. There is also an 'Others - Please specify' option with a text input field. To the right of the question, there is a dark grey panel with four icons and their corresponding labels: a plus sign in a circle for 'Proactive Care', a person icon for 'Self-Service', a speedometer icon for 'Care Operations', and a map icon for 'Agent Assistance'. Brackets on the right side of this panel group 'Proactive Care' and 'Self-Service' under a downward arrow labeled 'Calls', and 'Care Operations' and 'Agent Assistance' under an upward arrow labeled 'Efficiency'. At the bottom of the survey interface, there are two navigation arrows: a left-pointing arrow and a right-pointing arrow.



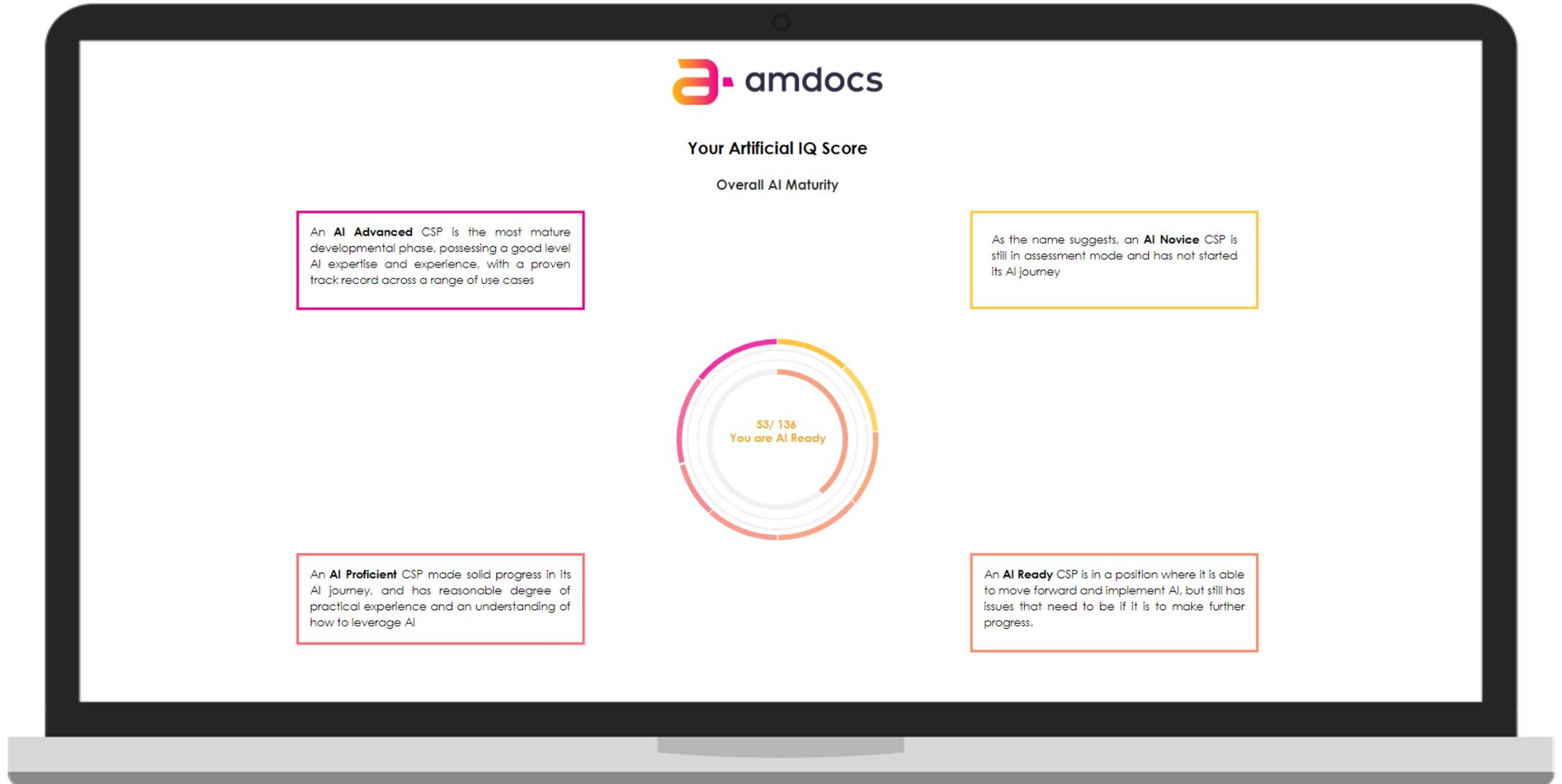
Positioning on the path to AI maturity



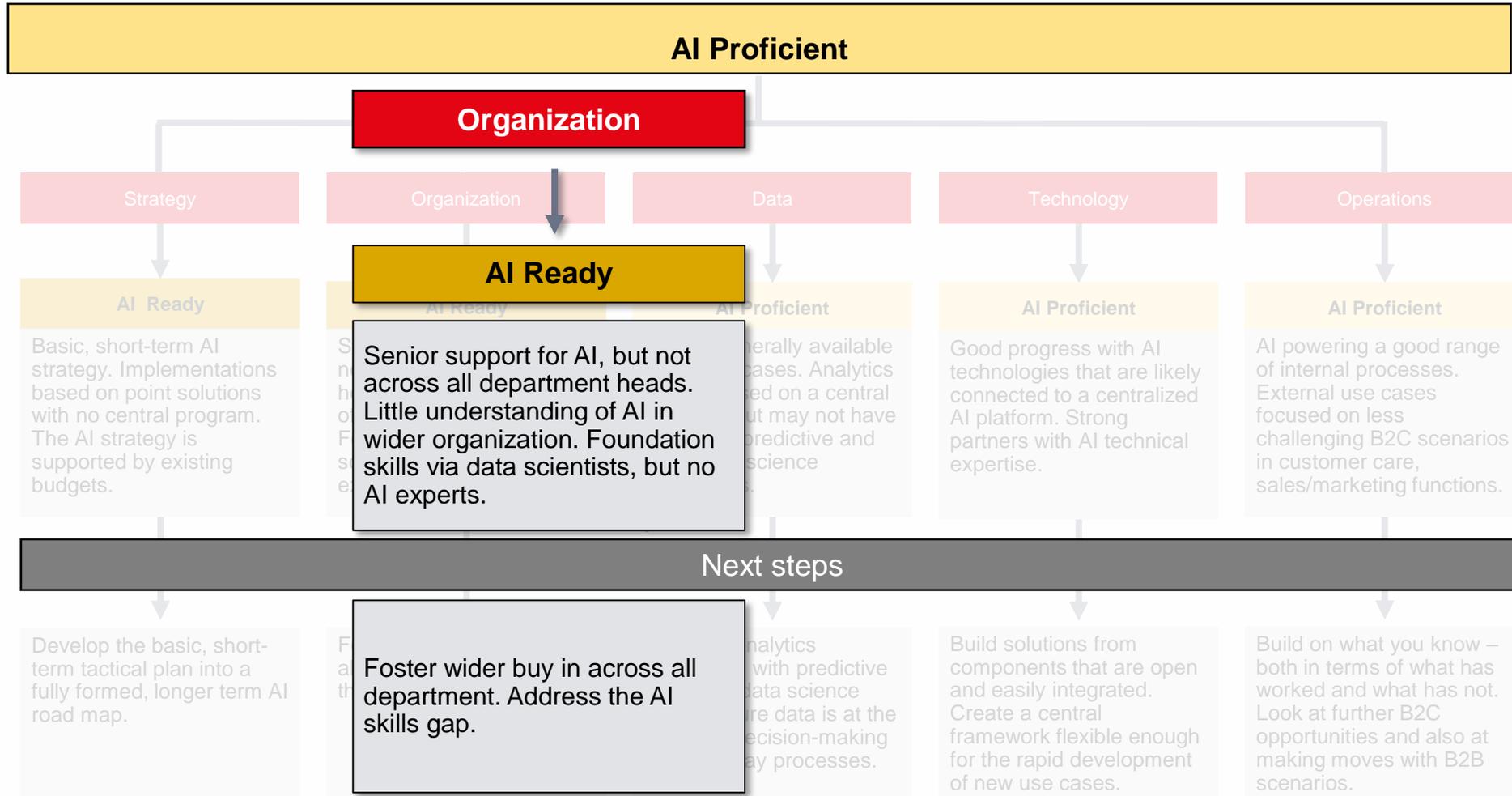
Positioning on the path to AI maturity – Scoring Composition



Positioning on the path to AI maturity – Industry Benchmarking



How to move forward on the AI journey



So what does an AI Advanced service provider look like?



Strategy

- ✓ **Dedicated budget** in place and AI **driving digital transformation** and shaping new services and capabilities
- ✓ **Metrics** in place **for AI specific use cases**



Organization

- ✓ AI is **championed and supported at the highest level** (board, senior management, and departmental/operational heads)
- ✓ **Understood across the organization** and perceived positively



Data

- ✓ **Multiple sources of data** available in (or close to) **real time**, even for some of the most demanding use cases
- ✓ **Data science** is an **integrated** part of analytics within the CSP



Technology

- ✓ AI technologies are **already adopted and are at the approved project stage or being deployed**. Also likely to be integrated into the CSP's existing systems and have AI capabilities infused
- ✓ Well-established **relationships with AI expert partners**



Operations

- ✓ Implemented AI to **power a range of internal processes**, external B2C use cases, and certain B2B scenarios
- ✓ AI initiatives are **developed with privacy at their core from the start**, not as an afterthought



For more information...

To take our Online Assessment, please email: matthew.dowling@amdocs.com

To view the Ovum Amdocs AI Maturity Model, go to: https://www.amdocs.com/sites/default/files/filefield_paths/ai-maturity-model-whitepaper.pdf

Thank-you

