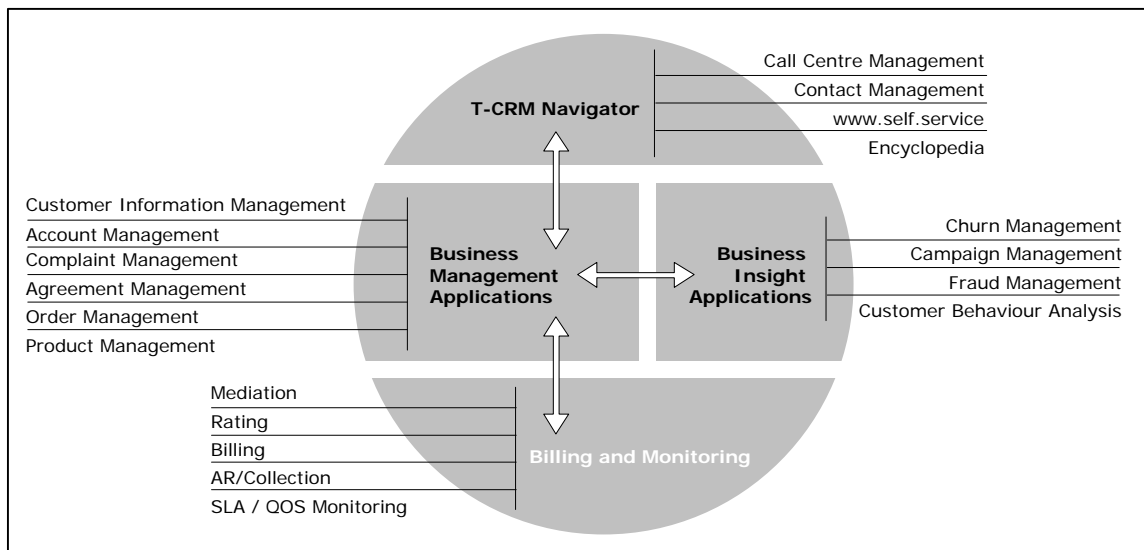


Figure 8.1 Overview of Amdocs' Products

Source: Amdocs

Customer Behaviour Analysis (CBA) is a tool that uses 3D graphic displays to present information extracted from the datamart to highlight aspects of churn, fraud and campaign management. It is suitable for use by the telco itself and by large corporate customers who may wish to manipulate the data to suit themselves.

Churn Management uses the datamart to examine up to 300 variables to:

- compare customers who fulfil certain telco defined criteria (for example reduce expenditure) with those who do not do so
- predict potential churners
- suggest positive actions to retain that customer
- carry out "what if" enquiries to track the impact of competitor price innovations
- analyse results of predictions by creating lift charts comparing targeted retention efforts with a random selection of targets.

Campaign Management uses data mining techniques to facilitate the planning of sales campaigns, including the optimum allocation of sales resources.

Fraud Management System's (FMS) main functional components include:

- RBMS - rules are maintained in an inference engine (RBMS) specifically designed for the telecom network data environment
- monitoring of specific subscribers, switches, destinations, locations, etc
- detection and alerts
- investigation, which provides customer history information to qualify alerts. This element also allows alerts to be grouped by type, enabling root cause analysis of problems