

# Amdocs Leveraging Semantics to Build Proactive CRM

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**Businesses:** Imagine if your call center knew all the details of a customer's problem the moment they called. **Consumers:** imagine if a company could fix your problem before you knew you had one.



That's the promise of [Amdocs](#), a semantic CRM solution. Scraping myriad datasets for anomalies, Amdocs could make customer service a lot more proactive.

"We're changing business from a reactive state to an active one, to a personalized approach," said Bill Guinn, Amdocs CTO, at [Semtech 2010](#) in San Francisco. "Building an ontology that knows and works for the customer."

The key to Amdocs is its semantic real-time intelligent decision automation, while also ensuring that a business sensibility is built into the code.

"We're creating concepts in our ontology that focus on business concepts like profitability, like customer retention," Guinn said. "We created a business level above the customer data in order to solve customers' problems before they knew they were happening, and to proactively reach out and do something for them."

Some of the examples that Guinn used were a guy vacationing in New Zealand whose carrier notifies him that posting pictures to Facebook is incurring massive roaming fees, and a woman calling customer service and being greeted with, "Hello, Annabel. Are you calling about the third-party charges to your card?"

"We believe that this kind of technology can be applied to any sort of customer-oriented business," Guinn said. "Calling a customer center is very expensive for the customer. If I can predict why you're calling and maybe stop the problem that's prompting the call, I can immediately service you."

While semantic technologies are potentially very powerful, few are actionable at the moment. It's a complex field that's going to take a while for businesses to understand.

"It takes a PhD to build and understand this kind of architecture, but we need business analysts to do this kind of stuff," Guinn said. "We need to insulate the architecture inside something business users can understand."

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# Can We Have Web 3 Now?

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One of the nice things about [hanging out with semantic folks](#) is that they acknowledge that Web 2 is already dead.

Of course, we have to wait for Tim O'Reilly and John Batelle to make the official announcement (they're really hanging onto that '2' like their lives depended on it), but those of us who are numerate can make a pretty good guess what the next iteration of the web will be called, so why not leave 'Web 2' and "Web Squared" behind?



The ways we use the internet has changed dramatically in the last two years. In June 2008, Twitter was just a wacky valley thing, and Facebook has just caught up to MySpace two months before. When people spoke of real-time back then, they were talking about 24. And the iPhone 3G was set to launch the next month.

Before that, smartphones had been for early adopters and corporate types. The 3G's low cost started the smartphone boom. Which begat location which begat check-ins which will beget our future spatiotemporal relationships to the world.

Two years ago, the semantic web was supposed to be the cornerstone of Web 3. Semantic is still in development phase, but the web looks nothing like it did before the recession. It's mobile, location-based, real-time. It's becoming wearable, it's becoming intelligent, it's becoming brain-wave-controlled.

Maybe we should just stop talking about "Web 2.0" or "Web 3.0" (version numbers are too 90's), and just call this thing the internet. Because in two years it will look nothing like it does today, and we'll all be sitting there, waiting for O'Reilly and Batelle to let us know that things have changed.

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