



## ***News Release***

### ***Telekom Austria Implements Amdocs ClarifyCRM***

*Leading fixed-line telecommunications provider increases productivity while improving support for more than three million customers*

SAN JOSE, CA — January 7, 2003 — Telekom Austria (VSE: TKA, NYSE: TKA), Austria's leading provider of information and communication technology (ICT) services, and Amdocs (NYSE: DOX), the world's leading provider of CRM and billing, today announced that Telekom Austria has successfully implemented Amdocs ClarifyCRM which will reduce costs and increase customer satisfaction in its fixed line business unit. Since initial implementation, Telekom Austria has been able to reduce call wait and handling times and increase the level of automation in the call center for improved operational efficiency.

With Amdocs ClarifyCRM, Telekom Austria has been able to increase the number of calls managed by each agent by 34 percent over last year, demonstrating the call center's improved ability to support an increasing number of customers, products and pricing options, despite a reduction in staff. Approximately 800 call center agents and 600 back office agents throughout the country rely on Amdocs ClarifyCRM to service more than 3 million fixed line customers.

"Amdocs ClarifyCRM is helping us become one of the most efficient, customer-oriented telecommunications providers in Europe," said Andreas Rokietowski, Head of IT at Telekom Austria. "Our customers benefit from a faster, more personalized service, which has helped us realize value from solid operational performance. We've aggressively rolled out new fixed line products and tariff

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packages, increased operational efficiencies and reduced costs, and Amdocs ClarifyCRM has played a significant role in our success.”

Increased competitive pressure in the Austrian telecommunications market has forced a reduction in tariffs. With an increased focus on cost efficiency and customer service leadership, the company deployed the first version of Amdocs ClarifyCRM in just six months, and has steadily expanded the implementation to incorporate additional systems, increasing the levels of automation and operational capacity in the call center.

With Amdocs ClarifyCRM, Telekom Austria has unified and standardized a number of information systems, providing agents with a single view of customer accounts, including credit history, contact history and open cases. In addition, the company has enhanced the standard ClarifyCRM workflow system to include automatic queue selection for call dispatching based on case properties. This automatic call distribution helps reduce errors and shorten call-handling times.

“Today’s CRM projects must be able to quickly deliver measurable ROI,” said Peter Hurst, Vice President of Marketing and Alliances at Amdocs ClarifyCRM Division. “Telekom Austria’s use of Amdocs ClarifyCRM resulted in impressive ROI, demonstrating CRM’s ability to reduce costs, increase efficiencies and improve customer satisfaction.”

### **About Telekom Austria**

The Telekom Austria Group is the leading provider of telecommunications services in Austria and one of the country's major corporates. Since November 2000 Telekom Austria AG has been listed on both the Vienna and the New York stock exchanges. Total managed revenues amounted to EUR 3.9billion at

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year-end 2001, and headcount totaled 16,586 at the end of December 2001. The Group has four main strategic business segments, in each of which it is the leading provider in Austria:

- Fixed Line
- Mobile Communications
- Data Communications
- Internet

Telekom Austria also has international operations in Liechtenstein, Croatia, Slovenia and the Czech Republic in the Internet and mobile communications business.

The product range of the Business Solutions unit comprises installation of network infrastructure through active network management to comprehensive database and information services, EDI services, application service providing as well as complete e-business solutions. For more information, please visit Telekom Austria web site under <http://business.telekom.at>.

### **About Amdocs**

Amdocs is the world's leading provider of CRM and billing. With a 20-year track record of delivery excellence, our products empower major communications operators around the globe. We enable rapid time-to-market for next generation voice, content, commerce and application services, while enhancing subscriber loyalty and lowering total cost of ownership. We offer our customers flexible modes of delivery -- products, solutions and outsourcing. For more information, visit our web site at [www.amdocs.com](http://www.amdocs.com)

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