

Growing B2B with autonomous agents

ODA in a Box challenge: Simplifying telecom operations with modular, cloud-native solutions for seamless scalability and agility. Accelerate time-to-market for new services by 40%

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The solution:

This Catalyst empowers CSPs to scale personalized B2B solutions with generative AI – automating the lead-to-care journey for mid-market enterprises through intelligent discovery, quoting, and an AI factory approach.



Addressing the challenge:

This Catalyst project demonstrates a fully AI-driven, end-to-end lead-to-agreement journey for mid-market B2B customers, showcasing four real-world scenarios that improve CSP operational efficiency. The key scenarios are:

Scenario 1: Lead Generation Agent: AI monitors LinkedIn to detect potential leads and automatically creates a lead in Dynamics 365 Sales via Sales Management MCP server and ODA components.

Scenario 2: Lead Qualification Agent: AI qualifies the lead by conducting research and generating personalized outreach emails and uses Dynamics 365 Sales for the demonstration.

Scenario 3: B2B Sales Agent – No Upsell: AI agent conducts a full sales conversation via CSP's B2B mobile app. It handles customer verification, serviceability checks, product selection, and agreement generation. It shows internal agentic layer operations and invoked tools/MCP servers.

Scenario 4: B2B Sales Agent – With Upsell: Adds Recommendation Management and MCP server to enable upsell (e.g., Fleet Management solution). This demonstrates scalability and rapid deployment of new tools and concludes with a customer 360 view in Amdocs CEP, summarizing agent-driven outcomes.

This journey illustrates how AI agents streamline sales processes, personalize interactions, and enable rapid feature scaling with minimal integration effort.

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Creating a customer-centric buying experience powered by AI and automation to enable CSPs to unlock value from the mid-market B2B segment.

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Ricardo Tjikongo

Data Engineer Lead



We see this Catalyst as being important for CSPs as it addresses two key challenges. It enables them to grow volume, capturing new revenue, but in an efficient way that controls costs and improves profitability. Through the effective resolution of these dual challenges, we can transform industrial practices and business paradigms governing inter-organizational interactions and relationships. This has the potential to improve internal business data driven decision making by sharing data and creating a digital marketplace for CSP's that feeds data to clients. Importantly, we see this as an industry-wide challenge which requires an industry-wide solution. By adopting and aligning with the TM Forum ODA principles, we are creating something that can go beyond a proof of concept into a readily deployable solution."

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