

TM Forum Customer Experience Management Collaboration Workshop

Transforming Communications Service Providers to Communication Experience Providers

Agenda:

9:30 am – 10:45 am – Introductions and overview of the session

- Introduction to the exercise and template that will be used for the day and
- Identifying Key use cases or action areas in Customer Experience domain
- Introduction to relevant TM Forum best practices that will be used as resources
- Group formation and identification of which use case the group will do
- Share ideas across the groups in case anyone wants to switch groups

10:45 am – 11:00 am – Tea/Coffee Break

11:00 am – 12:00 pm – Working session #1 – Begin Use Case

- Work on the first part of the use case and the business canvas including key business drivers, partners, value propositions, cost structure, and revenue streams for the use case.
- Fill in the Framework portion of the use case – eTOM, SID, TAM (use posters)

12:00 pm – 12:30 pm – Collaboration

- Discuss the work completed so far and share ideas

12:30 pm – 1:00 pm – Lunch

1:00 pm – 1:45 pm – Working Session #2 – Metrics and Data Sources

- Identify metrics and data sources for this use case. Define any new metrics. Do eTOM/Metrics mapping.

1:45 pm – 2:15 pm – Pitch Backs

- What interesting things has each group learned?

2:15 pm – 3:00 pm – Working Session #3 – Actions and Processes

- Develop a list of actions and create process flows that are high priority for implementation of this use case

3:00 pm – 3:30 pm – Tea/Coffee Break and networking

- Meet people you have not met before the day is over!

3:30 pm – 4:15 pm – Working Session #3, continued

- Continue Actions and Processes

4:15 pm – 5:15 pm – Discussion of results

- Results of each group and next steps for completion and publishing of the use case.

5:15 pm – 5:30 pm – General discussion

- Feedback, next steps, how to stay involved with TM Forum, wrap up