

TM Forum Customer Experience Management Action Day, September 23, 2015

Channel Hopping Scenarios & Solutions for Omni Channel

Agenda:

9:00 am – 10:15 am – Introductions and overview of the session

- Overview of TM Forum and how our collaboration/best practice development works
- Introduction to the template that will be used for the day
- Introduction to relevant TM Forum best practices that will be used as resources
- Group formation and identification of which business scenario each group will work on – create relevant personas and situations for the scenario
- Share ideas across the groups

10:15 am – 11:00 pm – Working session #1 – Begin omni channel scenario build-up

- Work on the first part of the channel hopping scenario: Business benefits, journey mapping, initial sequence of process flows and overall customer behavior considerations
- Last 10 minutes will be pitch backs to the group – share thoughts/ideas.

11:00 am – 11:15 am – Tea/Coffee Break

11:15 am – 12:15 pm – Working session #2 – Detailed sequence flows, actors, OSS/BSS functional impact and mapping to TM Forum Application Framework (TAM)

12:15 pm – 1:00 pm – Lunch

1:00 pm – 1:45 pm – Working Session #3 – Metrics and Data Sources

- Identify metrics and data sources that will be needed to make this scenario implementable. Define any new metrics.
- Map Metrics to the relevant Business Process Framework (eTOM) processes

1:45 pm – 2:15 pm – Pitch Backs

- What interesting things has each group learned?

2:15 pm – 3:00 pm – Working Session #4 – Actions and Processes

- Document design considerations for front end user experience; create sample UX concepts
- Develop details of processes flows necessary to implement this scenario
- Map to eTOM processes where possible

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 #4, continued

- Continue Actions and Processes.



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

- 15 minutes per group discussion on their use case.

5:15 pm – 5:30 pm – Wrap Up

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

