



tmforum
connecting digital ecosystems

Catalyst Pitch back

APPEX Omni-
channel

February 8th 2017

Companies



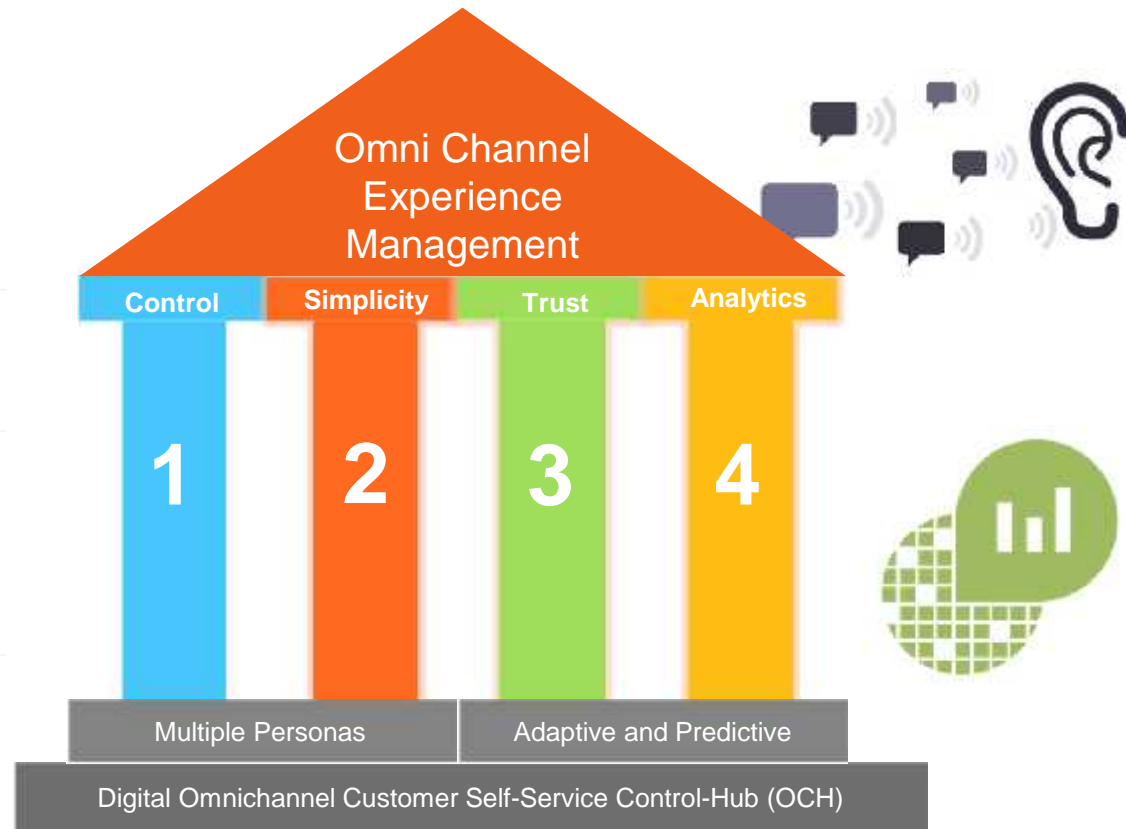
Champion Confirmed	Champion Tentative	Participant Confirmed	Participant Tentative
Yes		Yes	
Vodafone & Orange		BBFA, Celebrus, Creative Virtual, Huawei, NTS Retail, Reality Labs, Sedicii	

We are still looking for: NA

- As a Digital Services provider
- I want to reduce friction in Help and Support customer journeys (Quick Win)
- Enable Omni channel Experience Management in a digital devices environment (IoT) (Lighthouse project)
- Providing customers with greater control, establishing trust and enhancing customer experience through use of advanced analytics and personal assistants
- To do this, we will identify friction points and vulnerabilities within the customer journey, create mitigation and optimization responses and apply these in real time across all channels
- I know I am successful when key metrics such as CSAT, NPS, FTR, MTTR are improved and value is returned to the channels

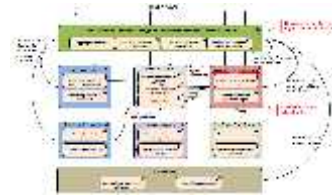
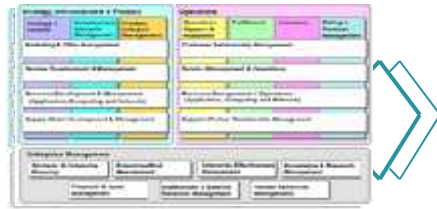


- 1** Deliver Implementation of Omni channel
Empowering customers and choosers and users **control** of their digital life cycle
- 2** **IoT device** ecosystem lifecycle management
- 3** **Building in security and trust to facilitate Omni-channel (inc.IoT) management to enable monetization**
- 4** Use Case definition and **extension of UC catalogue**
Incorporating **next level analytics** for always connected predictive next best actions



Knowledge Sharing

Contributions to Omni-channel Guide Book, Processes and Tools, Thought Leadership and Use Case Library



Framework Contributions

- Mapped to eTOM R16.5, SID and TAM
- **New choosers & users**
- **New Personas**
- **New Data Entities**

Processes

- New CEM processes specific to Omnichannel in eTOM R16.5
- **New security processes**
- **Device on-boarding**
- **Enhanced analytics**
- Best practices

New Metrics

- **Touch point metrics defined specific to Omni-channel Streaming and IoT**

New APIs

- **New APIs identified for Streaming and IoT**