Huawei Tech. Co., Ltd

Digital CRM R2.1

TM Forum Frameworx 16.0 Certification

Business Process Framework (eTOM) Release 16.0

Self-Assessment Process Mapping Report

Level 2 Process: 1.1.9 Selling

Version: V1R0

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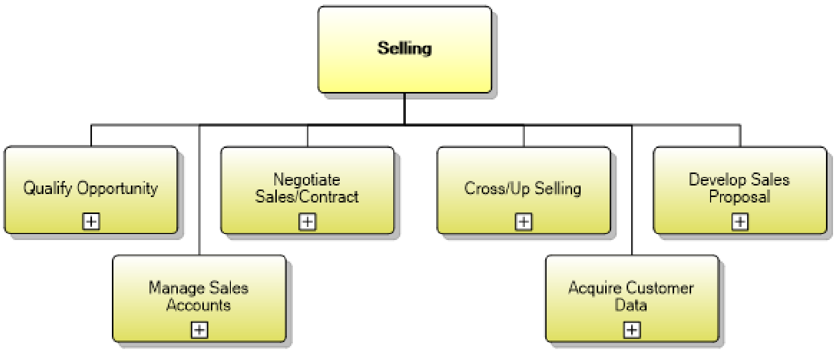


Frameworx Process	Level 3 Category	Process Identifier	Brief Description
Qualify Opportunity	(3) eTOM Process Type	1.1.9.1	Ensure that the opportunity is qualified in terms of any associated risk and the amount of effort required to achieve a sale
Negotiate Sales/Contract	(3) eTOM Process Type	1.1.9.2	Close the sale with terms that are understood by the customer, and are mutually agreeable to both the customer and the service provider.
Cross/Up Selling	(3) eTOM Process Type	1.1.9.3	Ensure that the value of the relationship between the customer and service provider is maximized by selling additional, or more of the existing, products.
Develop Sales Proposal	(3) eTOM Process Type	1.1.9.4	Develop a sales proposal to respond to the customer's requirements

Manage Sales Accounts	(3) eTOM Process Type	1.1.9.5	Manage the sales accounts assigned to the sales channel on a day-day basis
Acquire Customer Data	(3) eTOM Process Type	1.1.9.6	Capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal.

1.1 Level 3: 1.1.9.5 Manage Sales Accounts

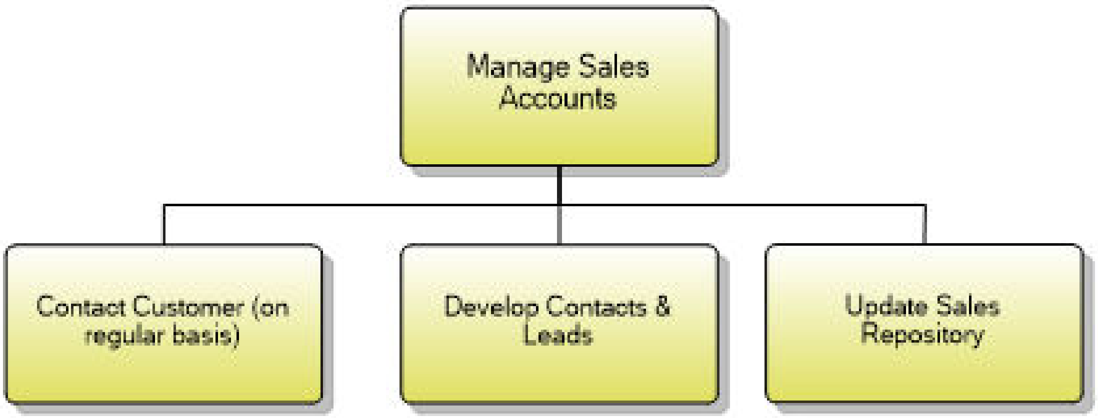


Figure 1-1 1.1.9.5 Manage Sales Accounts decomposition

Process Identifier: 1.1.9.5

Brief Description
Manage the sales accounts assigned to the sales channel on a day-day basis

Extended Description
The purpose of the Manage Sales Accounts processes is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis. These processes are responsible for contacting the customers associated with each sales account on a regular basis appropriate for the type of account, to develop the appropriate relationships and contacts, to prospect for leads, to promote the enterprise's product offerings, etc.

Explanatory
Reserved for future use.

Mandatory
Reserved for future use.

Optional
Reserved for future use.

Interactions
Reserved for future use.

1.1.1 Level 4: 1.1.9.5.1 Contact Customer (on regular basis)

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.5.1 Contact Customer (on regular basis)

Brief Description

Contact the customers associated with each sales account on a regular basis appropriate for the type of account. The purpose is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis. **AM**

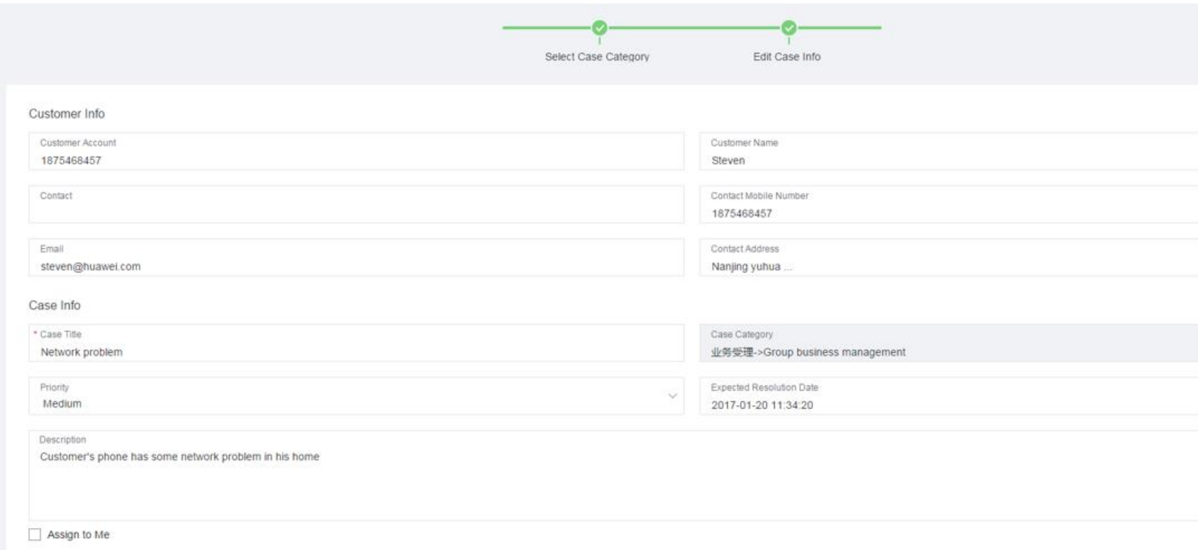
Comment for the compliance:

AM (Please refer to the document BP.COMM.17 Manage Customer Contact)

This process is partially complied. The contact can be one of the two types: initiated by the customer or initiated by the sales account manager. Huawei process mainly focuses on the former. It also covers the scenario that the agent or sales manager contact the customer according the captured information from the customer, i.e. the step of "Respond to the contact" in the process diagram.

The sales manager can also contact the customer proactively and create the case which means any existing or confirmed contact with the customer or the business request from the customer.

The screen shot of Creating the case:



The sales manager can also configure the category of the case, such as "interest to buy the offer", so it can be distinctly used for the lead hereafter.

The relevant process can be found here:

Manage Contact.png

In this attached process, a group of activities are used to realize the "Contact Customer" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:

#	*Steps*
1.	***Choose contact channel*** *The customer chooses the contact channel.*
2.	***Call IVR agent*** *The customer can call IVR agent.*
3.	***Go to shop*** *The customer can choose to go to the physical shop.*
4.	***Use e-support*** *The customer can choose to use e-support.* *For the details of e-support, please refer to the BP: BP.COMM.06 E-Support*
5.	***Provide identity information*** *The customer needs to provide identity information.*
6.	***Identify customer*** *The system checks and identifies the customer if this is one existing customer.*
7.	***Query contact history*** *The system automatically queries the contact history of this customer*

8.	***Record contact*** *The system automatically records the contact of this customer*

Extended Description

Not used for this process element

Explanatory

The purpose is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis.

Mandatory

Contact the customers associated with each sales account on a regular basis appropriate for the type of account. **AM**

Comment for the compliance:

The process mandatory content is same as the previous "Brief Description", so the compliance explanation is also same as the answer to the "Brief Description".

Optional

Not used for this process element

Interactions

Not used for this process element

1.1.2 Level 4: 1.1.9.5.2 Develop Contacts & Leads

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.5.2 Develop Contacts & Leads
Brief Description Develop the appropriate relationships and contacts, prospect for leads, promote the enterprise's product offerings, etc. **AM** ***Comment for the compliance****:* *AM (Please refer to the document BP.COMM.17 Manage Customer Contact) and (BP.SAL.SM.01 Create Sales Lead)* *The relevant process of "Manage Customer Contact" can be found in the previous section.* *In this attached process, a group of activities are used to realize the "Develop Contact" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:*

7	***Query contact history*** *The system automatically queries the contact history of this customer*
8	***Record contact*** *The system automatically records the contact of this customer*
9	***Review historical contact*** *The agent can review historical contact information.*
10	***Prepare for response*** *The agent can prepare for response to the customer.*
11	***Query answer in knowledge base*** *The system supports the query of answers in knowledge base for the agent.*
12	***Respond from call center*** *The agent can respond the customer using voice call.*

13	***Respond by face-to-face*** *The agent can respond the customer by talking face to face.*
14	***Respond in e-support*** *The agent can respond the customer using e-support.*
15	***Get the response*** *The customer gets the response for the contact.*
16	***Accept the response*** *The customer can accept for response if he/she feels satisfied.*
17	***Decline the response*** *The customer can decline the response if he/she does not feel satisfied.*
18	***Keep contact or not*** *The customer can continue contacting if he/she wants different answer or result.*

The referred process of "Create Sales Lead" can be found here.

Create_Lead.docx

In this attached process, a group of activities are used to realize the "Develop Contact & Leads" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:

#	***Steps***
1	***Show interest to sales:*** *The customer shows interest to the sales.*
2	***Acquire potential customer info:*** *The salesman acquires potential customer information & their offering/service preferences.*

3	***Prospect Customer type:*** *If the customer is not definite, the next step is "8 Create new sales lead".* *If the customer already exists in BES, the next step is "6 Choose existing customer".* *If the customer is recognized but not exists in BES, the next step is "4 Add potential customer info".*
4	***Add potential customer info:*** *The potential (prospect) customer information is added into CRM so that it can be used in the lead creation.*
5	***Create sales lead:*** *The salesman creates new sales lead in CRM.*

Extended Description
Not used for this process element

Explanatory
Not used for this process element

Mandatory
Develop the appropriate relationships and contacts, prospect for leads, promote the enterprise's product offerings, etc. **AM**

Comment for the compliance:

The process mandatory content is same as the previous "Brief Description", so the compliance explanation is also same as the answer to the "Brief Description".

Optional
Not used for this process element

Interactions
Not used for this process element

1.1.3 Level 4: 1.1.9.5.3 Update Sales Repository

LEVEL 4 PROCESS MAPPING DETAILS

1.1.9.5.3 Update Sales Repository

Brief Description

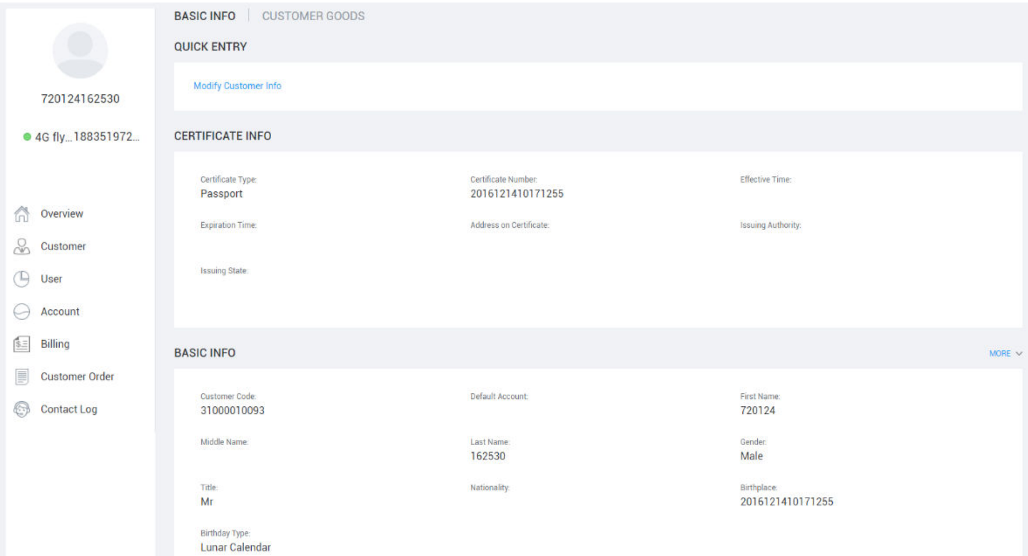
Responsible for managing and updating sales repository / inventory. AM

Comment for the compliance:

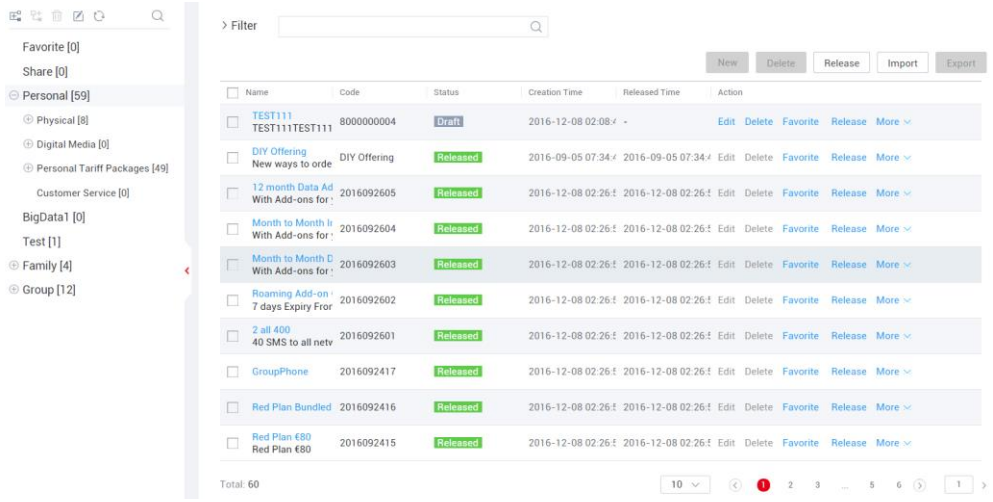
In the system the sales staff can easily access and query the organized data to support the sales activity, including customer information, inventory information and offering information.

The screen shots of the real system:

1) Enquiry of the customer basic information as the foundation of sales contact and lead

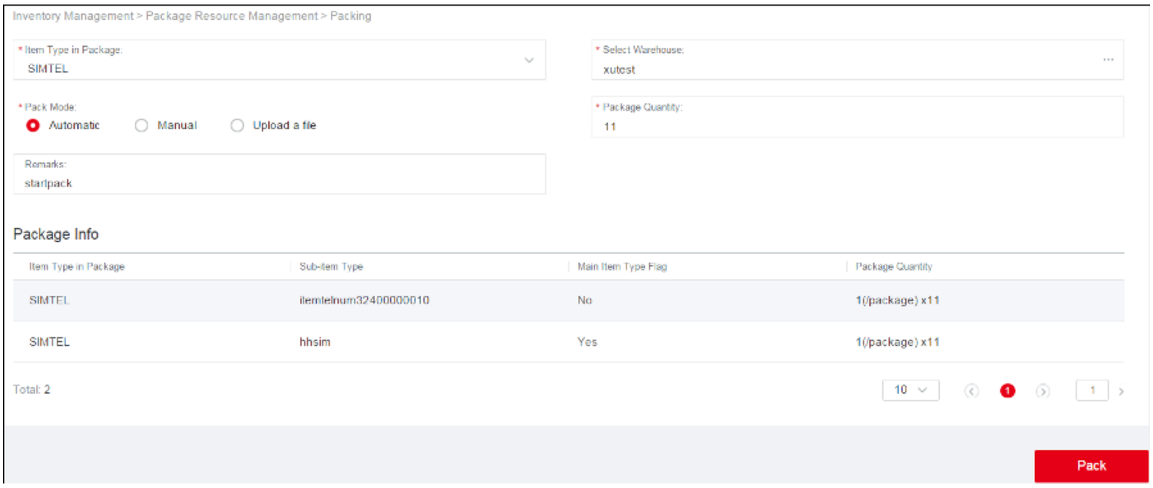


2) Enquiry of different categories of offering for on-the-shelf sales



3) Enquiry and updating of the various physical goods inventory for the sales.

Here the below screen shows the packing action to manage the combination of the physical goods (sellable resource)



Extended Description

Not used for this process element

Explanatory

This process is responsible for getting customer configuration information and KPIs. This process will also update selling information into repository

Mandatory

Manage and update sales repository AM

Comment for the compliance:

The process mandatory content is same as the previous "Brief Description", so the compliance explanation is also same as the answer to the "Brief Description".

Optional
Reserved for future use.

Interactions
This process will interact with ITIL and non-ITIL application for getting and updating sale configurations.