

Huawei Tech. Co., Ltd

Digital CRM R2.1

TM Forum Framework 16.0 Certification

Business Process Framework (eTOM) Release 16.0

Self-Assessment Process Mapping Report

Level 2 Process: 1.3.5 - Customer Interaction Management

Version: V1R2 (Primary Review comments, second pass)

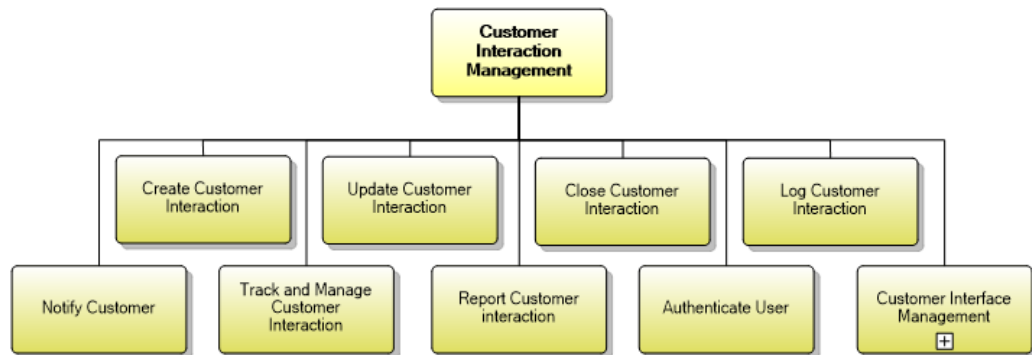
20th February 2017

Tianye (Dean)/Maxu

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1 Level 2: 1.3.5 CUSTOMER INTERACTION MANAGEMENT



Framework Process	Level 3 Category	Process Identifier	Brief Description	Mapping Comment
Create Customer Interaction	(3) eTOM Process Type	1.3.5.1	Create a record that logs the customer interaction.	Request Mgmt
Update Customer Interaction	(3) eTOM Process Type	1.3.5.2	Update the customer interaction.	Request Mgmt
Close Customer Interaction	(3) eTOM Process Type	1.3.5.3	Close the customer interaction.	Request Mgmt
Log Customer Interaction	(3) eTOM Process Type	1.3.5.4	Record and maintain all information about the customer interaction.	Request Mgmt
Notify Customer	(3) eTOM Process Type	1.3.5.5	Notify the customer when interesting events happen.	Request Mgmt Communication

Track and Manage Customer Interaction	(3) eTOM Process Type	1.3.5.6	Ensure that Customer Interactions are managed and tracked efficiently.	Request Mgmt
Report Customer interaction	(3) eTOM Process Type	1.3.5.7	Monitor the status of a customer interaction.	Request Mgmt
Authenticate User	(3) eTOM Process Type	1.3.5.8	Authenticate the person involved in the interaction.	Customer Management
Customer Interface Management	(3) eTOM Process Type	1.3.5.9	Managing all interfaces between the enterprise and potential and existing customers.	Request Mgmt

1.1 Level3: 1.3.5.1 Create Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.1 Create Customer Interaction

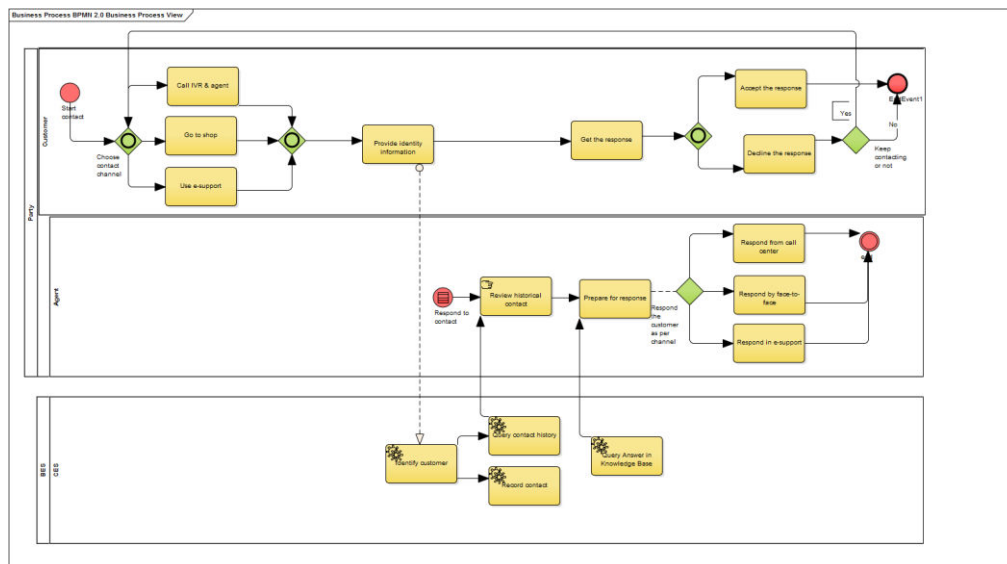
Brief Description

Create a record that logs the customer interaction.

Comment for the compliance:

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

The relevant process diagram in Huawei BP can be found here:



The diagram can also be opened here:



In this process, the activities of the diagram are used to realize the "Create Customer Interaction" in TMF Process Framework.

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

Here is the log screen shot of creating a customer interaction (contact record):

Extended Description

The purpose of this process is to create a record that logs the customer interaction. The customer interaction can be initiated by the customer or by the enterprise.

Comment for the compliance:

AM

The compliance descriptions are same as the section of "Brief Description".

The enterprise staff (staff of the telecom operator) can initiate the contact in the GUI of workbench. The workbench is the main entrance for the enterprise staff. The user can search the specific customer and create the contact record to that customer. The contact screenshot can be found in the section of "Brief Description".

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

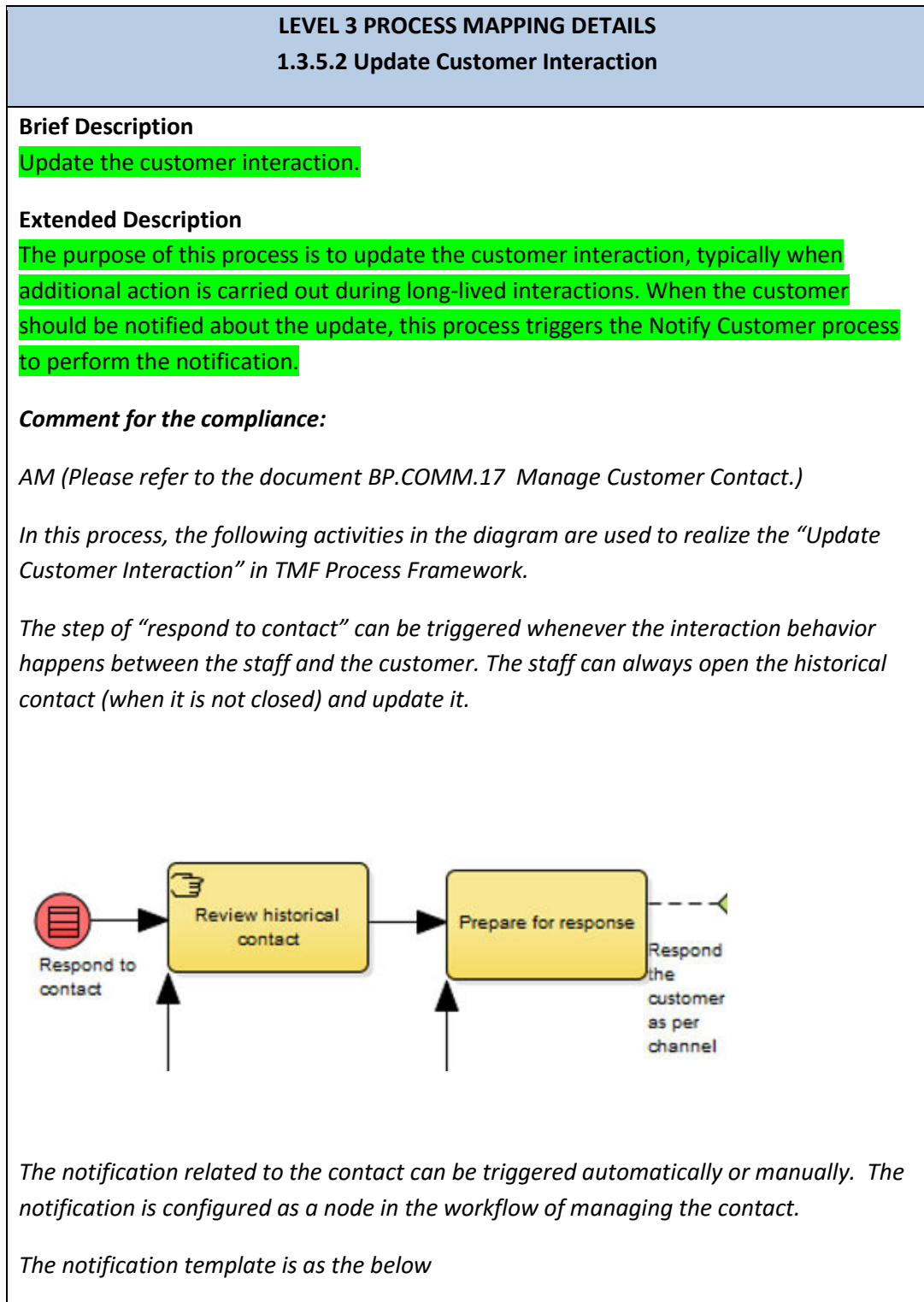
Optional

Not used for this process element.

Interactions

Not used for this process element.

1.2 Level3: 1.3.5.2 Update Customer Interaction



BASIC INFORMATION

<p>* Scenario Name sms1212</p> <p>* Scenario Code sms1212</p> <p>* Media Type SMS</p> <p>* Recipient Address 18061883882</p> <p>Scenario Description Enter the scenario description</p>	<p>* Scenario Status <input type="radio"/> Disabled <input checked="" type="radio"/> Enabled</p> <p>* Push Method <input checked="" type="radio"/> Scheduled task <input type="radio"/> Send upon request</p> <p>Sender</p> <p>* Triggering Time 2016-12-14 10:33:51</p>
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TEMPLATE INFORMATION

* Notification Template
ctest005 ...

COLLABORATION RULE

COLLABORATION RULE
频次协同1212 ...

The notification sending can be done using the system function as the below

PUSH APPLICATION CONFIGURATION

<p>* Push Application ID b885c</p> <p>* Push Platform Address api.tubeorg.baidu.com</p> <p>* Secret Key *****</p> <p>* Application Status <input type="radio"/> Disable <input checked="" type="radio"/> Enable</p> <p>Support Group Manager <input type="checkbox"/></p>	<p>* Push Platform Baidu Push</p> <p>* Batch Sender Limit 1000000</p> <p>* API Key 6uEzR89G0VPWwELVHZ2G4</p> <p>Support Topic Sender <input type="checkbox"/></p> <p>Support Batch Sender <input type="checkbox"/></p>
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Advanced

Extended Parameter Configuration

* App Type
0

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

Optional

Not used for this process element.

Interactions

Not used for this process element.

1.3 Level3: 1.3.5.3 Close Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS	
1.3.5.3 Close Customer Interaction	
Brief Description Close the customer interaction.	
Extended Description The purpose of this process is to close the customer interaction when both parties agree that the interaction is closed.	
Comment for the compliance: <i>AM (Please refer to the document BP.COMM.17 Manage Customer Contact.)</i> <i>The relevant process diagram in Huawei BP is same as the previous section:</i> <i>In this process, the activities of the diagram are used to realize the “Close Customer Interaction” in TMF Process Framework.</i>	
18	Keep contact or not <i>The customer can continue contacting if he/she wants different answer or result.</i>
 <i>After the interaction is closed, the interaction will not be reopened. The trouble ticket allows reopening if it is not solved. The new interaction can be created when the new interactive process is initiated. The historical interaction can always be queried and used as the input.</i>	
Explanatory Not used for this process element.	
Mandatory Not used for this process element.	

Optional

Not used for this process element.

Interactions

Not used for this process element.

1.4 Level3: 1.3.5.4 Log Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS

1.3.5.4 Log Customer Interaction

Brief Description

Record and maintain all information about the customer interaction.

Extended Description

The purpose of this process is to record and maintain all information about the customer interaction. This information can be used in future interaction or as input for data analysis processes.

Comment for the compliance:

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

The relevant process diagram in Huawei BP is same as the previous section:

In this process, the activities of the diagram are used to realize the "Update Customer Interaction" in TMF Process Framework.

8	Record contact The system automatically record the contact of this customer
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Here is the log screen shot of customer interaction:

CONTACT LOG

Start Time: [] End Time: [] Channel: []
Service Type: [] Service No: [] Media Type: []
Contact Id: [] Contact Type: []
Search

CONTACT LOG LIST

Contact Id	Service Type	Channel	Acceptance Time	Media Type	Contact Type	Direction	Operator	Dept	Operation
1	2	3	4	5	6	7	8	9	Details Modify Delete

Total 100

8 1 2 3 4 5 ... 13 1 00

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

Optional

Not used for this process element.

Interactions

Not used for this process element.

1.5 Level3: 1.3.5.5 Notify Customer

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.5 Notify Customer	
Brief Description Notify the customer when interesting events happen.	
Extended Description The purpose of this process is to notify the customer when events related to existing interactions or to significant customer experience happen. Some notifications can be sent immediately using interactive media(such as SMS, Push to applications, etc.) and other notifications can be sent later using asynchronous media such as mail.	
Comment for the compliance: <i>AM (Please refer to the document BP.COMM.17 Manage Customer Contact.)</i> <i>The interaction cases can be summarized as three types:</i> <ul style="list-style-type: none">• <i>Call center, including IVR</i>• <i>Face to face</i>• <i>E-support (incl. online web, mobile client app, social channel, SMS, USSD)</i> <i>There could be other interaction cases but they are not frequently used.</i> <i>The relevant process diagram in Huawei BP is same as the previous section:</i> <i>In this process, the activities of the diagram are used to realize the “Update Customer Interaction” in TMF Process Framework.</i>	
12	Respond from call center <i>The agent can respond the customer using voice call.</i>
13	Respond by face-to-face <i>The agent can respond the customer by talking face to face.</i>

14

Respond in e-support

The agent can respond the customer using e-support.

Here is screen which enables the user to configure notifications in a concentrated GUI. In this GUI, the user (operator) can define the scenarios which trigger notifications and then assign notification template, sender address, receivers, media type, sending occasion types to the notification.

The screenshot shows a web-based interface for configuring notifications. It consists of two main sections: 'Notification List' and 'Notification Details'.
1. **Notification List:** A table with columns: Event, Media Type, Template, Sender, Receiver, Send Occasion, Contact Log, Priority, Remarks, Sort, Operation. The table is currently empty, displaying 'No Record.'
2. **Add Notification:** A button to initiate the configuration process.
3. **Notification Details:** A form with the following fields:

- Event: Success (dropdown)
- Media Type: SMS (dropdown)
- Template Name: (text input)
- Sender: 10086 (dropdown)
- Receiver: (text input)
- Send Occasion Type: Send immediately and dire (dropdown)
- Priority: Low (dropdown)
- Contact Log: No (dropdown)
- Remarks: (text area)

A 'Save' button is located at the bottom of the details form.

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

Optional

Not used for this process element.

Interactions

Not used for this process element.

1.6 Level3: 1.3.5.6 Track and Manage Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS	
1.3.5.6 Track and Manage Customer Interaction	
Brief Description	
Ensure that Customer Interactions are managed and tracked efficiently.	
Extended Description`	
The purpose of this process is to ensure that Customer Interactions are managed and tracked efficiently across all interaction channels in order to meet the agreed SLA with the customer. Responsibilities of these process include but are not limited to:	
<ul style="list-style-type: none">• Ensure interactions are completed and closed in a timely manner• Notify the customer when SLA or deadlines cannot be met• Track customer responses when these are required• Measure KPIs in order to improve the Interactions efficiency	
Comment for the compliance:	
AM (Please refer to the document BP.COMM.17 Manage Customer Contact.)	
The compliance is “partially” because the KPI is not included in the process mentioned	
The relevant process diagram in Huawei BP is same as the previous section:	
In this process, the activities of the diagram are used to realize the “Update Customer Interaction” in TMF Process Framework.	
9	Review historical contact The agent can review historical contact information.
Here is the screen shot of tracking customer interaction:	

CONTACT LOG Create

Search

CONTACT LOG LIST

Contact Id	Service Type	Channel	Acceptance Time	Media Type	Contact Type	Direction	Operator	Dept	Operation
1	2	3	4	5	6	7	8	9	Details Modify Delete
Total 100									

8 2 3 4 5 ... 13 1 Go

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

Optional

Not used for this process element.

Interactions

Not used for this process element.

1.7 Level3: 1.3.5.7 Report Customer interaction

LEVEL 3 PROCESS MAPPING DETAILS
1.3.5.7 Report Customer interaction

Brief Description
Monitor the status of a customer interaction.

Extended Description
The purpose of this process is to monitor the status of a customer interaction, provide notifications of any changes and provide management report. These processes record, analyze and assess the customer interaction status changes to provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Customer Interaction Management process. These specialized summaries could be specific reports required by specific customers.

Comment for the compliance:

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

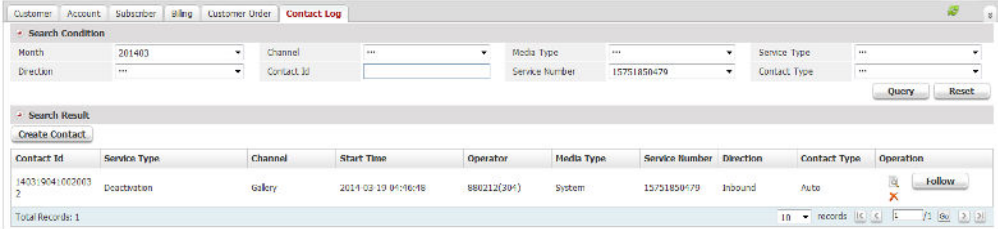
The automatic part of the process is the event (message) generated by the contact. Such events will be sent to the network management system for the centralized monitoring. The analysis and assessment needs to be done by the telecom operator staff.

The relevant process diagram in Huawei BP is same as the previous section:

In this process, the activities of the diagram are used to realize the "Update Customer Interaction" in TMF Process Framework.

9	Review historical contact The agent can review historical contact information.
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Here is the screen for the operator to monitor the progress of customer interaction (contact record)



Contact Id	Service Type	Channel	Start Time	Operator	Media Type	Service Number	Direction	Contact Type	Operation
1433190410020032	Deactivation	Gallery	2014-03-19 09:16:18	880212(301)	System	15751850479	Inbound	Auto	Follow

Explanatory

Not used for this process element.

Mandatory

Not used for this process element.

Optional

Not used for this process element.

Interactions

Not used for this process element.