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: 1.3.6 - Customer Information Management
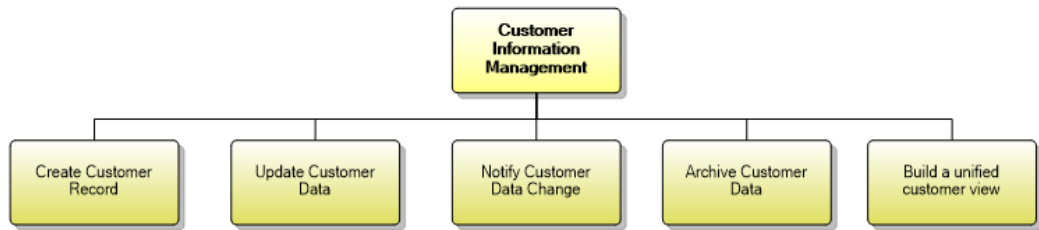
Version: V1R2 (Primary Review comments, second pass)

20th February 2017

Tianye (Dean)/Maxu

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Frameworx Process	Level 3 Category	Process Identifier	Brief Description
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Update Customer Data	(3) eTOM Process Type	1.3.6.2	Update the customer data in the customer inventory.
Notify Customer Data Change	(3) eTOM Process Type	1.3.6.3	Notify other processes that customer data has been changed
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1.1   Level 3: 1.3.6.1 Create Customer Record

LEVEL 3 PROCESS MAPPING DETAILS
1.3.6.1 Create Customer Record

Brief Description

<mark>Create a new customer record in the customer inventory.</mark>

Comment for the compliance:

AM (Please refer to the document BP.COMM Common Sub Processes. It includes the "Register customer sub-process)

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

The diagram can also be opened here:

Register
customer.png

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

#	Steps
1.	**Register customer by user name and password** **Create customer** *Create customer and directly fill in username and password to register customer.*

Here is the screen shot:

CERTIFICATE INFO

Certificate Type | *Certificate Number | Service Number
Customer Name

Check

BASIC INFO MORE ∨

*Last Name | Middle Name | *First Name
Gender: ● Male ○ Female ○ UnknownSex | Title: ● Mr ○ Mrs ○ Ms | Nationality
Birthplace

ATTACHMENT LIST Upload

CONTACT INFO New

Contact Type | First Name | Middle Name | Last Name | Title | Contact Method | Operation
ⓘ No Data

ADDRESS INFO New

Region | Detailed Address | Postal Code | Address Type | Contact First | Operation
ⓘ No Data

USER INFO

*Password | Read | *Confirm Password | IVR Language
Written Language

SUBMIT   BACK

Extended Description
The purpose of this process is to create a new customer record in the customer inventory. This process follows the processes in Establish Customer Relationship that make sure that a single record is created for each customer, and it persists the customer data in the customer inventory.

Comment for the compliance:

AM

Please refer to the previous response to 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   Level 3: 1.3.6.2 Update Customer Data

<table>
<tr><td colspan="3" align="center">LEVEL 3 PROCESS MAPPING DETAILS
1.3.6.2 Update Customer Data</td></tr>
</table>

Brief Description

<mark>Update the customer data in the customer inventory.</mark>

Comment for the compliance:

AM (Please refer to the document BP.CC.CUSTMGT.01 "Modify Customer")

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

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

4	*Apply Service of Modification*	*CSR applies for service modification in CRM.*
5	*Input the New Information*	*CSR inputs the new information that the customer provided into the CRM system*
6	*Submit Modification Order*	*CSR submits order of modification after the customer finish providing information.*

Here is the screen shot of "Customer Information Change"

MY WORKBENCH | CUSTOMER 360-DEGREE VIEW | CUSTOMER INFO CHANGE

CERTIFICATE INFO

Certificate Type:
Passport

Certificate Number:
2016121417304766 [Read]

Effective Time:

Expiration Time:

Address on Certificate:

Issuing Authority:

Issuing State:

BASIC INFO   MORE ∨

Customer Code:
31000013119

Default Account:
31000013112

Last Name:
624034

Middle Name:

First Name:
345486

Title:
● Mr   ○ Ms

Nationality:

Birthplace:
2016121417304766

FILE LIST   [Upload]

NO Result!

CONTACT INFO   [New]

ⓘ No Data

ADDRESS INFO   [New]

○	Region	Detailed Address	Postal Code
	Jiangsu Province-NanJing City-Jiangning	yfvrnGckvU	2372200055
	Address Type	Contact First	
	Office Address	No	

Details   Modify   Delete   Copy

Extended Description

<mark>The purpose of this process is to update the customer data in the customer inventory. This can happen as a result of direct notification from the customer, as a result of information gathered as part of other processes (such as selling and order handling) or as a result of back office processes (such as customer data cleansing) .</mark>
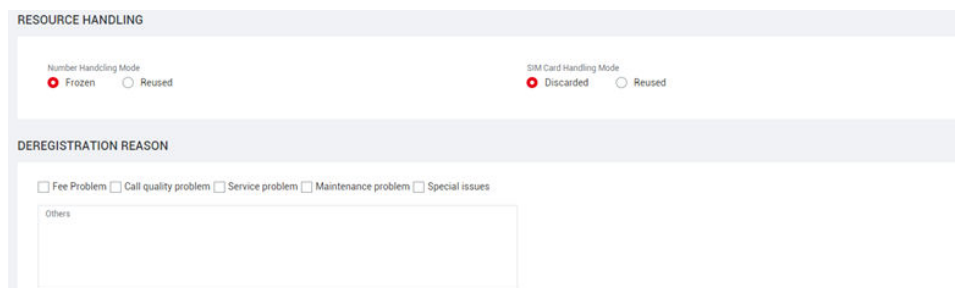
Comment for the compliance:

AM

Please refer to the previous response to Brief Description for the screenshots and process diagrams.

This customer information modification (updating) can be used for both the front end staff and back office maintenance team.

For the "customer data cleansing", the back office team can use the deregistration function to deactivate the customer data so it will not be used in any operation scenario. The screenshot is as follows:

RESOURCE HANDLING

Number Handcling Mode
● Frozen   ○ Reused

SIM Card Handling Mode
● Discarded   ○ Reused

DEREGISTRATION REASON

☐ Fee Problem ☐ Call quality problem ☐ Service problem ☐ Maintenance problem ☐ Special issues

Others

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 Level 3: 1.3.6.3 Notify Customer Data Change

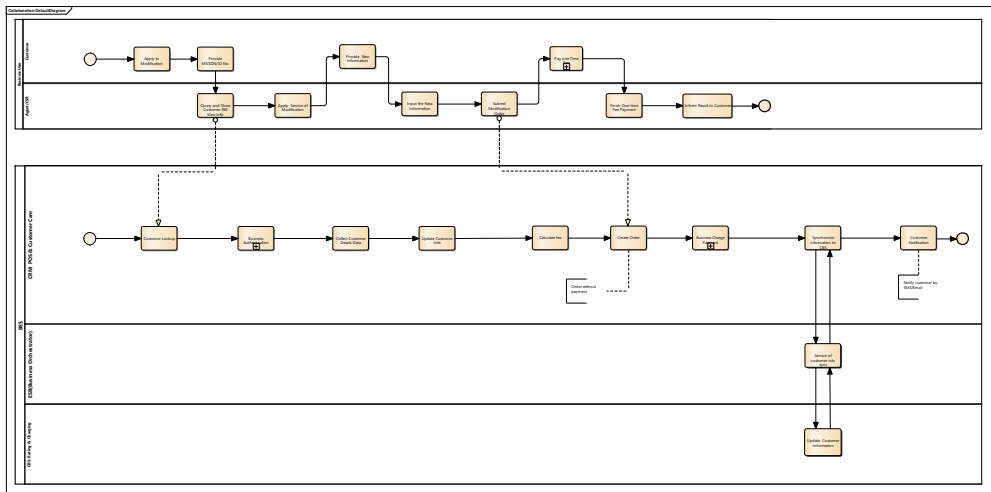| LEVEL 3 PROCESS MAPPING DETAILS |
|---|
| **1.3.6.3 Notify Customer Data Change** |

Brief Description

Notify other processes that customer data has been changed

Comment for the compliance:

AM (Please refer to the document BP.CC.CUSTMGT.01 "Modify Customer")

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

In this process, the activities of the diagram are used to realize the "Inform Customer Data Change" in TMF Process Framework.

9	**Inform Result to Customer**	CSR confirms the updating/modification to t customer.

Extended Description

The purpose of this process is notify other processes that customer data has been changed. Other processes (mostly long-lived processes) might need to know about such changes in order to adapt to such changes. In addition some processes which gather the data for centralized systems (such as Data Warehouse or Master Data Management) should be notified about such changes.

Comment for the compliance:

AM

Please refer to the previous response to Brief Description for the screenshots and process diagrams.

The software systems are notified mainly by the order decomposition and orchestration.

The order will synchronize the change of customer data to a group of relevant downstream systems, including workforce management, network element, resource inventory, etc. The diagram as the below illustrates this process.
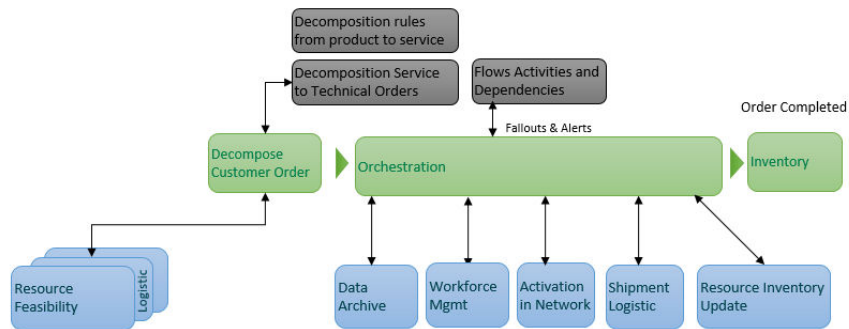
Explanatory
Not used for this process element.

Mandatory
Not used for this process element.

Optional
Not used for this process element.

Interactions
Not used for this process element.

1.4 Level 3: 1.3.6.4 Archive Customer Data

LEVEL 3 PROCESS MAPPING DETAILS

1.3.6.4 Archive Customer Data

Brief Description

Archive the customer data.

Comment for the compliance:

AM (Please refer to the document BP.CC.SUBMGT.08 Deactivate Subscriber. It includes the process of "Deactivate Subscriber (mandatory and immediately)")

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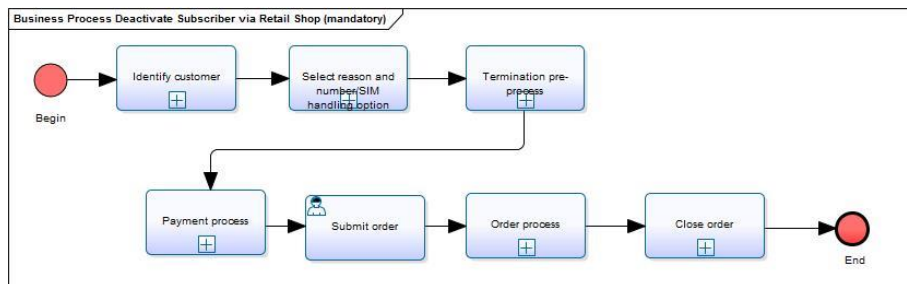
Extended Description

The purpose of this process is to archive and clean up customer data when it is no longer needed as part of the customer inventory. The information is archived according to the CSP policies and the local regulations. In most cases customer information is not deleted unless this is specifically required by the customer.

Comment for the compliance:

AM

Please refer to the previous response to Brief Description for the screenshots and process diagrams.

The archiving customer data is one node in the order process flow. This node will change the customer data status and store the data in the pre-set destination module (or device). The access of such archived data will be controlled or limited by the mandate module so the customer data will not be active or used in the other business processes.
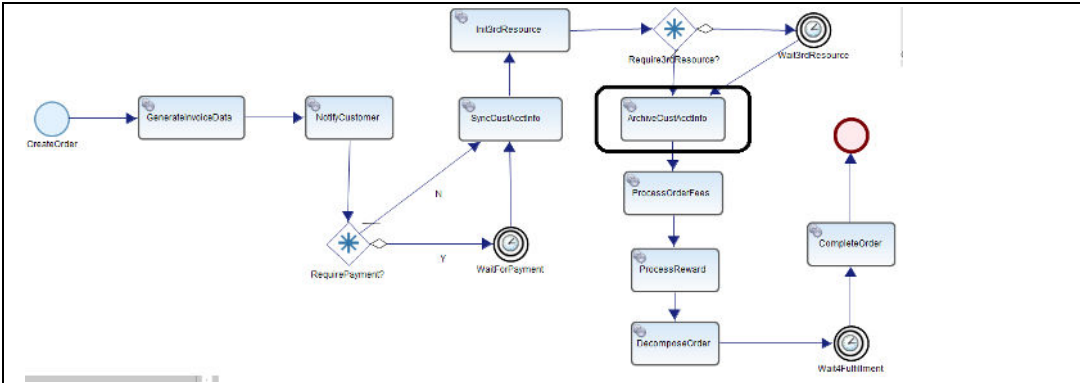
Explanatory

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   Level 3: 1.3.6.5 Build a unified customer view

| LEVEL 3 PROCESS MAPPING DETAILS |
|---|
| **1.3.6.5 Build a unified customer view** |

Brief Description

<mark>Create a single customer record from the information stored in multiple systems and present a single, most updated record of the customer information.</mark>

Comment for the compliance:

AM (Please refer to the document BP.CC.QUE.01 "360 Degree Query (Customer Care)")

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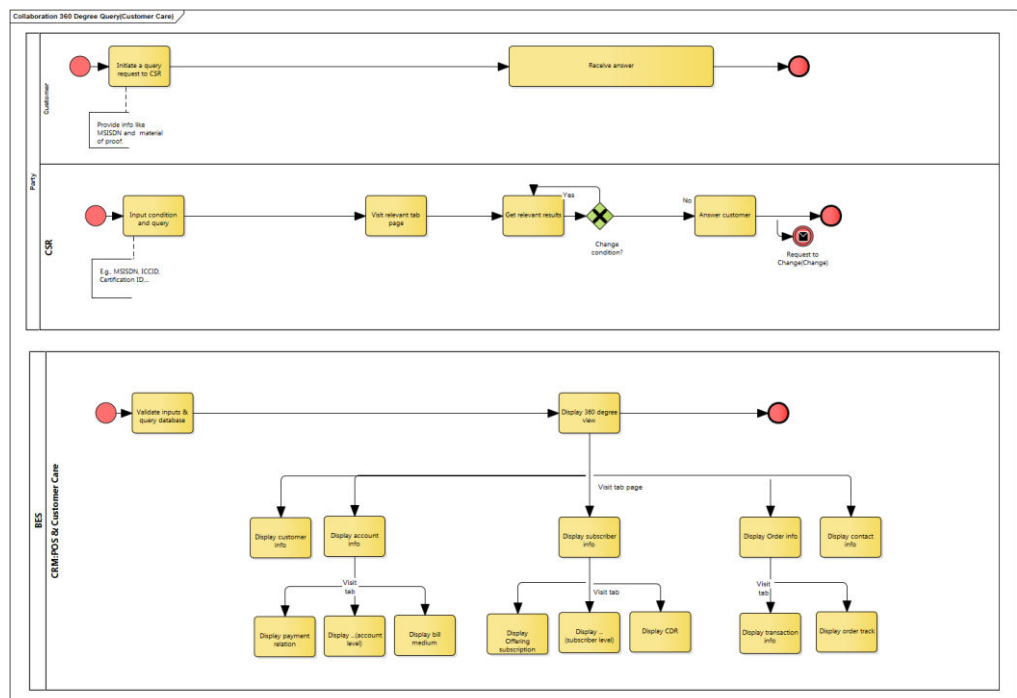
The diagram can also be opened here:

360 Degree
Query(Customer Ca

In this process, the activities of the diagram are used to realize the "Build a unified customer view" in TMF Process Framework.

9	**Display 360 degree view:** *CRM displays the 360 degree view.*
10	**Display customer info:** *CRM displays the basic customer info, such as name, certification id, birthday, contact number, address, and so on.*
11	**Display account info:** *CRM displays account info such as bill cycle date, name, bank account info, email, and so on.*
12	**Display payment relation:** *CRM displays payment relation info, namely, for whose usage it has to pay.*

Here is the screen shot of unified customer view:

Extended Description

The purpose of this process is to create a single customer record from the information stored in multiple systems and present a single, most updated record of the customer
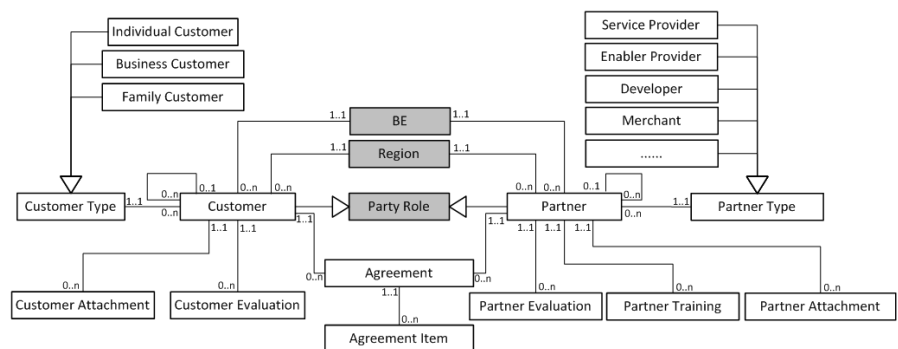
information. This process invokes business rules in order to reconcile the customer data in a single accurate record. This process may be activated immediately upon any update of customer data or may be invoked on request to retrieve the customer data. This process may replicate data from other systems or calculate the unified record on the fly without persisting any customer data.

Comment for the compliance

AM

Please refer to the previous response to Brief Description for the screenshots and process diagrams.

The uniqueness of the customer data is guaranteed (reconciled) by the cooperation of the CRM modules which all obey the principle of customer data model. The customer records can be received from different channels, but all the records with the same customer identifier shall be compared and linked. This is the business rule built inside the CRM.

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.