

Etiya Information Technologies

Etiya BSS Platform

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Customer Domain

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Etiya Information Technologies

Etiya BSS Platform v9.0

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Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Support Customer Interface Management (1.3.1.1)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

1 1.3.1 Customer Support & Readiness

1.1 1.3.1.1 Support Customer Interface Management

AA Alfred Anaya-Dubern...
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

1.1.1 1.3.1.1.1 Ensure Customer Interface Capability

LEVEL 4 PROCESS MAPPING DETAILS
3.1.1.1 Ensure Customer Interface Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resource) so that the Customer Interface Management processes can operate effectively when a contact with a customer occurs. AM</p> <p><i>Etiya Customer Relationship Management System provides all necessary information e.g. products, contact history, identity, billing accounts, segments, communities, orders, addresses, notes for customers. In customer main page critical actions for the related customer are highlighted.</i></p> <p><i>System supplies all required data when customer details are viewed.</i></p>

([\[PS_TCRM\]](#), 9 Etiya Customer Interface Management)

These processes are responsible for implementing generic and specific changes to customer interfaces. This support could be in updating agent scripts, IVR announcements, Web pages, etc. Customer Interface Support processes keep up to date all information concerning customers. Examples are information on how to handle unusual requests based on temporary situations, **AM**

Extraordinary situations can be propagated to agents via system announcements.

([\[PS_TSC\]](#), 5.2 Announcement)

Or on customer's main page specific information can be given to agents.

([\[PS_TCRM\]](#), 9 Etiya Customer Interface Management)

systems needed to accept and track customer contacts, **A**

Customer contact history can be viewed with fields including business interaction creation date, business interaction specification, create user, sale channel, etc.

([\[PS_TCRM\]](#), **9.2.7 Customer Contact History**)

requests for the provisioning of additional resources where it has been identified that current levels will impact on timely contact handling. **M**

Operation team can watch the system and take necessary actions to solve the performance issues.

These processes are responsible for implementing generic and specific changes to customer interfaces. This support could be in updating agent scripts, IVR announcements, Web pages, etc. Customer Interface Support processes keep up to date all information concerning customers. **AM**

The information shown for the customer is the latest information. The system ensures the data is valid. If the master of customer's data (e.g. customer bills) is not Etiya Customer Relationship Management System then data is shown through an integration from the external owner of the data. Highlighted actions for a customer are shown to agent when customer's detail is viewed. For example if a customer's address or phone number is not up to date or a document of customer is missing then a message is displayed to agent in order to have these data updated.

([\[PS_TCRM\]](#), **9 Etiya Customer Interface Management**)

Extended description

Not used for this process element

1.1.2 1.3.1.1.2 Undertake Customer Contacts Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS
1.3.1.1.2 Undertake Customer Contacts Trend Analysis
Brief Description Undertake trend analysis on customer contacts, e.g. type, frequency, duration, outcome. AM Customer contact history can be viewed with fields including business interaction creation date, business interaction specification, create user, sale channel, etc. ([PS_TCRM] , 9.2.7 Customer Contact History)
Extended description <i>Not used for this process element</i>

1.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerandAccountManagement_v5.02.pdf, Product Specification Document for Etiya Customer and Account Management

PS_TSC

PS_EtiyaSystemConfiguration_v5.pdf, Product Specification Document for Etiya System Management

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Self-Assessment Process Mapping Report

Support Order Handling (1.3.1.2)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

2 1.3.1 Customer Support & Readiness

2.1 1.3.1.2 Support Order Handling

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

2.1.1 1.3.1.2.1 Ensure Order Handling Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.1 Ensure Order Handling Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that the Order Handling processes can operate effectively. M</p> <p><i>Order Handling infrastructure is tracked to ensure that sufficient resources are available and accepted performance is gained.</i></p> <p>([SOA_OM], 3 SOA Reporting)</p> <p>([SOA_OM], 6 SOA Utilization)</p>

Examples are information on how to process orders for specific product offerings, **A**

Product offers are configured to have different behaviors at Etiya Product and Catalog Management module and middleware supports these configurations.

([\[PS TSOM\]](#), **6.2 Setting Up Product and Catalog Management System for Sales and Order Management**)

([\[PS TSOM\]](#), **6.7 Setting up Offers**)

information needed to carry out designs, **A**

Service specifications can be configured at Etiya Product and Catalog Management module.

([\[PS TSOM\]](#), **6.2 Setting Up Product and Catalog Management System for Sales and Order Management**)

([\[PS TSOM\]](#), **6.3 Setting up Services**)

materials needed to confirm customer order requests, **AM**

Resource specifications can be configured at Etiya Product and Catalog Management module.

([\[PS TSOM\]](#), **6.2 Setting Up Product and Catalog Management System for Sales and Order Management**)

([\[PS TSOM\]](#), **6.3.1 Setting up Resources**)

systems needed to validate product offering availability. **A**

Product offer's maximum available number can be configured at Etiya Product and Catalog Management module. A product offer cannot be sold over this number.

([\[PS TSOM\]](#), **6.2 Setting Up Product and Catalog Management System for Sales and Order Management**)

Extended description

Not used for this process element

2.1.2 1.3.1.2.2 Forecast Order Handling Requirements

<p style="text-align: center;">LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.2 Forecast Order Handling Requirements</p>
<p>Brief Description</p> <p>forecasting at an operational level customer order handling volume requirements; M</p> <p><i>Customer order reports can be taken from Etiya Sales and order management system or operational sales reports can be generated manually by data warehouse systems to get customer order transaction counts.</i></p> <p>([KUG_TSOM_R], 2.1 Generic Order Report)</p> <p>([KUG_TSOM_R], 2.2 Sales Report)</p> <p><i>Also SOA order handling reports can be used to get a sense of how often the order handling processes are used.</i></p> <p>([SOA_OM], 3 SOA Reporting)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.3 1.3.1.2.3 Capacity Plan Order Handling Infrastructure

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.3 Capacity Plan Order Handling Infrastructure
<p>Brief Description</p> <p>capacity planning associated with the deployment of new and/or modified customer order handling infrastructure; M</p> <p><i>The usage amount of order infrastructure can be monitored and suitable adjustments can be made for the capacity of order infrastructure.</i></p> <p>[SOA_OM], 3 SOA Reporting</p> <p>[SOA_OM], 4 SOA Deployment Process</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.4 1.3.1.2.4 Manage Order Handling Organizational Changes

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.4 Manage Order Handling Organizational Changes
Brief Description establishment and monitoring of organizational arrangements to support deployment and operation of new and/or modified customer order handling infrastructure; M ([SOA_OM], 5 SOA Operation Team)
Extended description <i>Not used for this process element</i>

2.1.5 1.3.1.2.5 Support Order Handling Infrastructure Deployment

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.5 Support Order Handling Infrastructure Deployment
<p>Brief Description</p> <p>creation, deployment, modification and/or upgrading of customer order handling infrastructure deployment support tools (including Customer Inventory and Product Offer Inventory) AM</p> <p><i>Updates that are made to Product and Catalog Management System affects whole order module.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p>

and processes for new and/or modified customer order handling infrastructure; AM

Business interaction specifications can be configured according to the business or infrastructure requirements.

([\[PS TSOM\]](#), 5.1 Business Interactions)

([\[SOA OM\]](#), 4 SOA Deployment Process)

Extended description

Not used for this process element

2.1.6 1.3.1.2.6 Approve Order Handling Procedures

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.6 Approve Order Handling Procedures
<p>Brief Description</p> <p>authoring, reviewing and approving operational procedures developed by Marketing & Offer Management processes prior to customer order handling infrastructure deployment; M</p> <p><i>Changes made in Marketing & Offer Management have direct effect on order infrastructure. Required configurations according to these changes are made manually by order handling infrastructure operation team.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([SOA OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.7 1.3.1.2.7 Accept Order Handling Infrastructure

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.7 Accept Order Handling Infrastructure
<p>Brief Description</p> <p>testing and acceptance of new and/or modified customer order handling infrastructure as part of the handover procedure from the Marketing & Offer Management processes to Operations; M</p> <p><i>Before production deployment of a Marketing & Offer Management change request is made to the order infrastructure an end to end test is run to make sure that everything is right.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>([SOA_OM], 5 SOA Operation Team)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.8 1.3.1.2.8 Address Order Handling Infrastructure Issues

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.8 Address Order Handling Infrastructure Issues
<p>Brief Description</p> <p>detecting customer order handling infrastructure operational limitations and/or deployment incompatibilities and providing requirements to address these aspects to Marketing & Offer Management processes; M</p> <p><i>Services, offers, product specifications, etc. are configured according to the limitation and capability of order infrastructure.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([SOA OM], 6 SOA Utilization)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.9 1.3.1.2.9 Roll-out Order Handling Infrastructure

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.9 Roll-out Order Handling Infrastructure
<p>Brief Description</p> <p>co-ordination and roll-out, in accordance with approved plans, of the approved new and/or modified customer order handling infrastructure; M</p> <p><i>SOA deployments are made according to approved plans.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.10 1.3.1.2.10 Detect Order Handling Infrastructure Shortfalls

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.10 Detect Order Handling Infrastructure Shortfalls
<p>Brief Description</p> <p>monitoring capacity utilization of deployed customer order handling infrastructure to provide early detection of potential customer order handling infrastructure shortfalls; M</p> <p><i>Operational reports can be used to detect potential problems.</i></p> <p>([SOA_OM], 6 SOA Utilization)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.11 1.3.1.2.11 Rebalance Order Handling Infrastructure Utilization

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.11 Rebalance Order Handling Infrastructure Utilization
<p>Brief Description</p> <p>reconfiguration and re-arrangement of under-utilized deployed customer order handling infrastructure; M</p> <p><i>Non utilized customer order handling processes can be found and corrected.</i></p> <p>([SOA_OM], 6 SOA Utilization)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.12 1.3.1.2.12 Remove Order Handling Infrastructure

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.12 Remove Order Handling Infrastructure
<p>Brief Description</p> <p>managing recovery and/or removal of obsolete or unviable customer order handling infrastructure;</p> <p>M</p> <p><i>Non used customer order handling processes can be found and removed.</i></p> <p>([SOA_OM], 6 SOA Utilization)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.13 1.3.1.2.13 Report Order Handling Infrastructure Capacity

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.13 Report Order Handling Infrastructure Capacity
<p>Brief Description</p> <p>reporting on deployed customer order handling infrastructure capacity; M</p> <p><i>Order handling infrastructure capacity can be monitored.</i></p> <p>([SOA_OM], 3 SOA Reporting)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.14 1.3.1.2.14 Track Third-Party Order Handling Infrastructure Deployment

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.14 Track Third-Party Order Handling Infrastructure Deployment
<p>Brief Description</p> <p>Tracking and monitoring of the customer order handling infrastructure deployment processes and costs (including where customer order handling infrastructure is deployed and managed by third parties), M</p> <p><i>Customer order handling infrastructure deployment processes are managed by operation team.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.15 1.3.1.2.15 Report Order Handling Infrastructure Deployment Process Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.15 Report Order Handling Infrastructure Deployment Process Capability
Brief Description Reporting on the capability of the customer order handling infrastructure deployment processes; and M <i>Composite based deployment is made at SOA side for order handling infrastructure.</i> ([SOA_OM], 4 SOA Deployment Process)
Extended description <i>Not used for this process element</i>

2.1.16 1.3.1.2.16 Manage Order Handling Notification

LEVEL 4 PROCESS MAPPING DETAILS
1.3.1.2.16 Manage Order Handling Notification
<p>Brief Description</p> <p>establishing and managing customer order handling notification facilities and lists to support the Order Handling notification and reporting processes AM</p> <p><i>Order Handling process starts with Etiya Customer Relationship Management system. After Creating Customer (Customer might already be defined in the system.) Etiya CRM system notifies Etiya Sales and Order Management then notifies middleware and all relevant systems via middleware. At the end of the order handling, Etiya Sales and Order Management informs Etiya CRM system about the status of the order.</i></p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>([PS TSOM], 4.1.2.4 Order Completion Notification)</p> <p>([PS TCRM] 9 Etiya Customer Interface Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.1.17 1.3.1.2.17 Undertake Order Handling Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.2.17 Undertake Order Handling Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on order handling, such as time taken to complete a customer order, frequency and type of Order Handling process issues involved, and cancelled orders. AM</p> <p><i>Etiya Reporting Management contains functionality for viewing reports about sales and orders.</i></p> <p>([PS_TRM], 5.13.1 General Order Report)</p> <p>([PS_TRM], 5.13.2 Sales Report)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

2.2 Supporting Evidence References (Works Cited)

PS_TCRM	PS_EtiyaCustomerandAccountManagement_v5.02.pdf , Product Specification Document for Etiya Customer and Account Management
PS_TSC	PS_EtiyaSystemConfiguration_v5.pdf , Product Specification Document for Etiya System Management
PS_TRM	PS_EtiyaReportingManagement_v5.0.pdf , Product Specification Document for Etiya Reporting Management
SOA_OM	SOA_Operation_Manual_v1.0.0, SOA operation Manual
PS_TSOM	PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management
KUG_TSOM_R	PS_EtiyaSalesandOrderManagement_Reports_v5.pdf, Product Specification Document, Etiya Sales and Order Management Reports.

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Self-Assessment Process Mapping Report

Support Problem Handling (1.3.1.3)

Version 1 Review 0

April, 25th 2018

Merve Karaca, Etiya

3 1.3.1 Customer Support & Readiness

3.1 1.3.1.3 Support Problem Handling

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

3.1.1 1.3.1.3.1 Ensure Product Offering Operation

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.3.1 Ensure Product Offering Operation
<p>Brief Description</p> <p style="background-color: yellow;">Ensure that the purchased product offerings are working effectively and efficiently. M</p> <p>Extracting and analyzing, including undertaking trend analysis, historical and current customer problem reports and performance reports to identify potential customer purchased product offerings requiring proactive maintenance and/or replacement;</p> <p>CRM module takes the customer complaint info and through this data, it allows to analyze.</p> <p>([IPS TCRM] 9 Etiya Customer Interface Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

3.1.2 1.3.1.3.7 Report Product Offering Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.3.7 Report Product Offering Trend Analysis
<p>Brief Description</p> <p>Reporting outcomes of trend analysis to Market & Offer Management processes to influence new and/or modified customer product offering development M</p> <p>Reporting outcomes of trend analysis to Market & Offer Management processes to influence new and/or modified customer product offering development;</p> <p>When new product offerings are defined, for the customers who use the old version of this offering to get upgraded;</p> <p>Activities are generated and upgraded, system allows change orders as a result of analysis for customers.</p> <p>([PS TCRM], 9 Etiya Customer Interface Management)</p>

3.1.3 1.3.1.3.8 Track Problem Handling Process Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.3.8 Track Problem Handling Process Capability
<p>Brief Description</p> <p>Tracking and monitoring of the Problem Handling processes and associated costs (including where customer infrastructure is deployed and managed by third parties), and reporting on the capability of the Problem Handling processes M</p> <p>These processes undertake trend analysis on problem handling</p> <p>Customer based defect notifications and defect statuses can be watched.</p> <p>([PS_TCRM], 9 Etiya Customer Interface Management)</p>

3.1.4 1.3.1.3.9 Manage Problem Handling Notification

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.3.9 Manage Problem Handling Notification
<p>Brief Description</p> <p>Establishing and managing customer problem notification facilities and lists to support the Problem Handling notification and reporting processes M</p> <p>These processes undertake trend analysis on problem handling.</p> <p>([PS_TCRM], 9 Etiya Customer Interface Management)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

3.1.5 1.3.1.3.10 Undertake Problem Handling Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.3.10 Undertake Problem Handling Trend Analysis
Brief Description These processes undertake trend analysis on problem handling. M ([PS_TCRM] , 9 Etiya Customer Interface Management)

3.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerandAccountManagement_v5.02.pdf, Product Specification Document for Etiya Customer and Account Management

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Self-Assessment Process Mapping Report

Support Retention & Loyalty (1.3.1.4)

Version 1 Review 0

April, 25th 2018

Merve Karaca, Etiya

4 1.3.1 Customer Support & Readiness

4.1 1.3.1.4 Support Retention & Loyalty

AA **Alfred Anaya-Dubern...**
 It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

4.1.1 1.3.1.4.1 Ensure Retention & Loyalty Capability

LEVEL 4 PROCESS MAPPING DETAILS
1.3.1.4.1 Ensure Retention & Loyalty Capability

Ensure that there is capability (for example, information, materials, systems and resources) so that the Retention & Loyalty processes can operate effectively. **AM**

Etiya Churn & Retention Management Systems integrated with systems like CAM and OM.

([\[PS TC&RM\]](#), 3.2 Before You Begin)

Examples are information on current requests for analysis and collection of customer profile information, materials needed to analyze customer retention and loyalty information, systems needed to analyze customer retention and loyalty information. **AM**

Etiya Churn & Retention Management Systems analyses the data according to segments such as Reason for Cancellation, Subscription age, Customer behavior segment etc. which are gathered from CAM.

([\[PS TC&RM\]](#), 4.1 The Churn & Retention Management Lifecycle)

requests for the provisioning of additional resources where it has been identified that current levels will impact on timely retention and loyalty information collection and delivery. **M**

By defining dynamic rules via Rule Engine, additional resources for customers can be requested through activities.

[\(\[PS TC&RM\], 5.1.6 Defining Profiles\)](#)

4.1.2 1.3.1.4.2 Undertake Retention & Loyalty Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.4.2 Undertake Retention & Loyalty Trend Analysis
Brief Description Undertake trend analysis on retention and loyalty, including customer acquisitions and churn, and the effectiveness of loyalty schemes. AM Churn and Retention Statistics can be followed. ([PS TC&RM], 6 Churn & Retention Statistics)

4.2 Supporting Evidence References (Works Cited)

PS_TCRM	PS_EtiyaCustomerandAccountManagement_v5.02.pdf, Product Specification Document for Etiya Customer and Account Management
PS_TC&RM	PS_EtiyaChurn&RetentionManagement_v5.01.pdf, Product Specification Document, Etiya Churn and Retention Management

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Self-Assessment Process Mapping Report

Manage Customer Inventory (1.3.1.5)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

5 1.3.1 Customer Support & Readiness

5.1 1.3.1.5 Manage Customer Inventory

AA Alfred Anaya-Dubern...
 It-is-well-understood-and-**ACKNOWLEDGED**-that-the-support-to-this-process-element-since-the-previous-conformance-certification-for-Framework-v15.0-is-not-impacted-by-the-changes-introduced-in-Framework-version-17.5,-therefore,-conformance-of-this-process-element-to-Framework-v.17.5-is-**AGREED.**

5.1.1 1.3.1.5.1 Identify Relevant Customer Inventory Information

LEVEL 4 PROCESS MAPPING DETAILS
1.3.1.5.1 Identify Relevant Customer Inventory Information
<p>Brief Description</p> <p>Identifying the inventory-relevant information requirements to be captured for customers ; A</p> <p><i>Etiya Customer Relationship Management displays all related information about customer including, products, addresses, communities, segments, profiles, accounts, phone numbers, emails, bills, orders, black list status (after querying), contact history, etc.</i></p> <p>(IPS_TCRM), 9.2 Customer Main P)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

5.1.2 1.3.1.5.2 Maintain Customer Inventory facilities

LEVEL 4 PROCESS MAPPING DETAILS
1.3.1.5.2 Maintain Customer Inventory facilities
Brief Description
Identifying, establishing and maintaining customer inventory repository facilities; AM
<i>Etiya Customer Relationship Management displays all relevant information. Important customer information that is wanted to be highlighted can be shown on customer main page through customization.</i>
<i>Etiya is capable of keeping customer inventory data in a secure and structured way and make it available for other applications. Supplying hardware, infrastructure and network is done manually.</i>
([PS_TCRM], 9.2 Customer Main Page)
Extended description
<i>Not used for this process element</i>

5.1.3 1.3.1.5.3 Manage Customer Inventory Capture

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.5.3 Manage Customer Inventory Capture
<p>Brief Description</p> <p>Establishing and managing the customer inventory management and information capture processes;</p> <p>AM</p> <p><i>Etiya Customer Relationship Management allows creating and updating customer information(A) as well as displaying customer related information from the external systems if the required integrations are established.(M)</i></p> <p>([PS_TCRM], 9.2 Customer Main Page)</p> <p>([PS_TCRM], 9.2.7 Customer Interaction History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

5.1.4 1.3.1.5.4 Control Customer Inventory Access

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.5.4 Control Customer Inventory Access
<p>Brief Description</p> <p>Managing the registration and access control processes that enable processes to create, modify, update, delete and/or download customer data to and from the customer inventory; A</p> <p><i>Etiya Customer Relationship Management allows creating/updating and deleting customer information. Etiya Customer Relationship Management manages notifications to other systems in case of change in the customer information via its APIs.</i></p> <p>([PS TCRM], 9.1 Customer and Account Business Interactions)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

5.1.5 1.3.1.5.5 Ensure Customer Inventory Data Quality

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.5.5 Ensure Customer Inventory Data Quality
<p>Brief Description</p> <p>Ensuring the customer inventory repository accurately captures and records all identified customer details, through use of automated or manual audits. Monitoring and reporting on the quality of the data maintained in the inventory. AM</p> <p><i>Etiya Customer Relationship Management tracks and logs all the actions on the customer data and allows automatic and manual audits.</i></p> <p>([PS TCRM], 9.1 Customer and Account Business Interactions)</p> <p>The customer inventory maintains records of all customers, their interactions with the enterprise, any contracts established, and any other customer related- information, required to support CRM and other processes. A</p> <p><i>Etiya Customer Relationship Management maintains and records all customer related information including interactions and contracts as well as provide customer data to other CRM processes.</i></p> <p>([PS TCRM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TCRM], 9.2.7 Customer Interaction History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

5.1.6 1.3.1.5.6 Track Customer Inventory Usage

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.5.6 Track Customer Inventory Usage
<p>Brief Description</p> <p>Tracking and monitoring of the usage of, and access to, the customer inventory repository and associated costs, and reporting on the findings AM</p> <p><i>Etiya Customer Relationship Management allows accessing customer inventory repository by its ready APIs as well as propagate any information change to external systems. The access to the customer inventory can be reported depending on the details desired. All business interactions made to customer can be seen via customer contact history.</i></p> <p>([PS TCRM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TCRM], 9.2.7 Customer Interaction History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

5.1.7 1.3.1.5.7 Identify Customer Inventory Shortcomings

LEVEL 4 PROCESS MAPPING DETAILS 1.3.1.5.7 Identify Customer Inventory Shortcomings
<p>Brief Description</p> <p>Identifying any technical driven shortcomings of the customer inventory repository, and providing input to Resource Development & Management processes to rectify these issues. M</p> <p><i>Etiya Customer Relationship Management tracks and records all the customer information related transactions. It is possible to extract reports to get the details of the accesses to the customer data to identify possible shortcomings.</i></p> <p>([PS TCRM], 9.1 Customer and Account Business Interactions)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

5.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement_v7.0.0.pdf, Product Specification Document for Etiya Customer Relationship Management v7.0.0

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Self-Assessment Process Mapping Report

Determine Customer Order Feasibility (1.3.3.1)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

6 1.3.3 Order Handling

6.1 1.3.3.1 Determine Customer Order Feasibility

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

6.1.1 1.3.3.1.1 Perform Impact Analysis

LEVEL 4 PROCESS MAPPING DETAILS
1.3.3.1.1 Perform Impact Analysis
<p>Brief Description</p> <p style="background-color: #90EE90; padding: 2px;">Analyses the customer order for further impact particularly deals with RFCs (request for change).</p> <p>AM</p> <p><i>Etiya Sales and Order Management System checks whether a customer order is feasible to be placed. If customer order is not valid then error messages about why the order is not feasible is shown to user. Following the error message instructions the agent if possible can take corrective actions to be able to submit the order. For example if the agent added an IPTV offer and not added a set top box offer into the shopping cart an error is shown to the user that a set top box offer must be added. After adding this offer into the shopping cart the agent will be able to proceed with the order.</i></p> <p><i>Etiya Suite allows checking service availability and similar controls automatically at the provisioning step of the order entry process. For example; when fixed line product offering is ordered by the customer when the customer address is entered Etiya Suite automatically checks its service availability.</i></p>

([\[PS_TSOM\]](#), 4.1.1 Order Entry Steps)

([\[PS_TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

[\[TSOM_D\]](#), SD_TSOM_OE_New Sales Sequence Diagram

Extended description

Not used for this process element.

6.2 Supporting Evidence References (Works Cited)

[TSOM_D]

TSOM_Diagrams.oom, Etiya Sales and Order Management Diagrams

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

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Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Authorize Credit (1.3.3.2)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

7 1.3.3 Order Handling

7.1 1.3.3.2 Authorize Credit



Alfred Anaya-Dubern...

It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS

1.3.3.2 Authorize Credit

Brief Description

Assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt **AM**

Etiya Sales and Order Management system has several functionalities to reduce the risk of bad debt of a service provider:

- 1. Black List Check: Before placing any order, system will perform a black list check from the related system.*
- 2. Credit Check: System checks the quote sum against the credibility of the customer from the related system.*
- 3. Bad Debt Check: System allows defining rules for customers who do not pay their previous bills and performs these validations at the order entry.*
- 4. Account Status Check: System does not allow a customer with an account status 'Suspended for Non Pay' purchase new products. This configuration may be done on Rule Engine.*

Extended description

The purpose of the Authorize Credit processes is to assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt. AM

Etiya Customer Relationship Management system allows configuring credit and risk classes and credit limits for customers.

([PS_TCRM], 5.7.1 Customer Credit Classes:)

This process is responsible for initiating customer credit checks and for authorizing credit and credit terms A

Etiya Sales and Order Management system performs a Black List check before any order can be given.

([PS_TSOM], 4.1.1.1 Credit Check Step)

([TSOM_D], SD_TSOM_OE_New Sales Sequence Diagram)

in accordance with established enterprise risk and policy guidelines AM

Etiya Customer Relationship Management System stores credit classes and credit limits of customers and provides APIs for updating customer profiles for these values by external business intelligence or analytics systems.

([PS_TCRM], 5.7.1 Customer Credit Classes)

7.2 Supporting Evidence References (Works Cited)

PS_TCRM	PS_EtiyaCustomerandAccountManagement_v5.02.pdf, Product Specification Document for Etiya Customer and Account Management
[TSOM_D]	TSOM_Diagrams.oom, Etiya Sales and Order Management Diagrams
PS_TCRM	Product Specification Document for Etiya Customer Relationship Management

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Self-Assessment Process Mapping Report

Track & Manage Customer Order Handling (1.3.3.3)

Version 2 Review 1

April, 24th 2018

Merve Karaca, Etiya

8 1.3.3 Order Handling

8.1 1.3.3.3 - Track & Manage Customer Order Handling

AA Alfred Anaya-Dubern...
 It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

8.1.1 1.3.3.3.1 Manage Customer Order

LEVEL 4 PROCESS MAPPING DETAILS
1.3.3.3.1 Manage Customer Order
<p>Brief Description</p> <p style="background-color: #90EE90; padding: 2px;">Schedule, assign and coordinate customer provisioning related activities. AM</p> <p><i>Etiya Sales and Order Management system tracks the service and resource provisioning activities related with the customer orders.</i></p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p><i>Etiya Workforce Management System handles any manual task related with the customer order, like installation of a CPE at customer site or wiring the customer premises.</i></p> <p>([UG TWM], 4 Main Principles of Etiya Workforce Management)</p> <p>([UG TWM], 4.3.1 Installation Workflow)</p> <p><i>Etiya Workforce Management System assigns the manual task to the proper work group including users that have proper skills for performing the manual task.</i></p>

([\[UG TWM\]](#), 4.2 Assigning the Tasks to Relation Work Groups)

Etiya Workforce Management System also handles the scheduling of the appointments with the customer for manual tasks requiring to visit customer site.

([\[UG TWM\]](#), 4.3.2.2.2 Scheduling Shipment Appointments)

Generate the respective service order creation request(s) to Issue Service Orders based on specific customer orders. A

([\[PS TSOM\]](#), 5.2 Customer and Service Orders)

Escalate status of customer orders in accordance with local policy. AM

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2.1 Order Item Statuses)

Add additional information to an existing customer order. AM

([\[AOS TSOM\]](#), 2.2.2 Updating the In-Flight Order Information)

Modify information in an existing customer order. AM

([\[AOS TSOM\]](#), 2.2.2 Updating the In-Flight Order Information)

Cancel a customer order when the initiating sales request is cancelled. AM

This process is supported if the Order is at Quote status or one of its sub statuses. System allows saving an order and updating or cancelling it later upon request of the customer. System also automatically expires the order after a defined period of time.

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2 Order Item Statuses)

If some specific product components are delivered directly by suppliers/partners, initiate requests, through S/P Requisition Management, for the delivery by the supplier/partner of the specific product components. **AM**

Etiya Work Organization Management System allows creating users and organization structure for 3rd party companies whose users interact with the system at any step of the order handling.

[\(\[PS_TWOM\]](#), 5.1 Work Organization)

Etiya Work Force Management System allows creating manual task flows if required during order management processes. Once the S/P users, their authorizations, roles and work groups are defined, Etiya Workforce Management system supports assigning manual tasks to users belonging to external organizations. The examples of these manual tasks may be a shipment, an installation, or a training activity delivered by the 3rd party company. When a S/P company responsible for providing specific service or a product component, Etiya Workforce Management system handles the creation of manual tasks related with the order.

[\(\[UG_TWM\]](#), 4 Main Principles of Etiya Workforce Management)

[\(\[UG_TWM\]](#), 4.2 Assigning the Tasks to Relation Work Groups)

Extended description

Not used for this process element.

8.1.2 1.3.3.3.2 Track Customer Order

LEVEL 4 PROCESS MAPPING DETAILS 1.3.3.3.2 Track Customer Order
<p>Brief Description</p> <p>Undertake necessary tracking of the execution process. AM</p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>Modify the customer order status. AM</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>([PS TSOM], 5.2.2 Order Item Statuses)</p> <p>Monitor the jeopardy status of customer orders, escalating customer orders as necessary. AM</p> <p><i>System allows users to prepare reports for orders that are not completed within their normal duration.</i></p> <p>([AOS TSOM], 2.1 Detecting Problematical Orders)</p> <p>Extended description</p> <p><i>Not used for this process element.</i></p>

8.1.3 1.3.3.3.3 Update Order Repository

LEVEL 4 PROCESS MAPPING DETAILS
1.3.3.3.3 Update Order Repository
<p>Mandatory</p> <p>Create, update and delete order information and update order state into order inventory/ repository AM</p> <p><i>All the orders in Etiya is managed by Etiya Sales and order Management. The order information is kept and can be updated by authorized users from Etiya Sales and Order Management interface.</i></p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p>

8.2 Supporting Evidence References (Works Cited)

PS_TCRM	PS_EtiyaCustomerandAccountManagement_v5.02.pdf , Product Specification Document for Etiya Customer and Account Management
[TSOM_D]	TSOM_Diagrams.oom , Etiya Sales and Order Management Diagrams
[AOS_TSOM]	EtiyaSalesandOrderManagement_InFlightOrders_v5.pdf , Application and Operation Support Document for In-Flight Order Updates.
PS_TCRM	PS_EtiyaCustomerRelationshipManagement.pdf , Product Specification Document for Etiya Customer Relationship Management
PS_TWOM	PS_EtiyaWorkOrganizationManagement_v5.pdf , Product Specification Document, Etiya Work Organization Management.
UG_TWM	FR-PT02.04-R01 Etiya_Workforce Management_v5.pdf , Key User Guide For Etiya Workforce Management System.
PS_TSOM	PS_EtiyaSalesandOrderManagement_v5 .pdf , Product Specification Document for Etiya Sales and Order Management

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Self-Assessment Process Mapping Report

Complete Customer Order (1.3.3.4)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

9 1.3.3 Order Handling

9.1 1.3.3.4 Complete Customer Order

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.3.4 Complete Customer Order
<p>Brief Description</p> <p style="background-color: #90EE90; padding: 2px;">Manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase</p> <p style="background-color: #90EE90; padding: 2px;">AM</p> <p><i>After the service orders have been finalized, Etiya Sales and Order Management updates contact information and triggers a commission workflow if necessary. If there is an installation in the service activation process, there may be a step to assign a task on a sales agent to get the confirmation of the customer to check that the installation was done properly.</i></p> <p><i>The optional steps are configured in the system. A commission or a confirmation task may be added to any kind of order depending on the sales channel the order is captured.</i></p> <p>Extended description</p> <p style="background-color: #90EE90; padding: 2px;">The purpose of the Complete Customer Order processes is to manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase.</p> <p style="background-color: #90EE90; padding: 2px;">A</p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p style="background-color: #90EE90; padding: 2px;">The customer may participate in commissioning or end-to-end testing and then satisfactory delivery.</p> <p style="background-color: #90EE90; padding: 2px;">AM</p> <p><i>After every installation workflow, a task is created to get the approval of the customer regarding the installation work at the customer site. Installation/Shipment Tasks include shipping user</i></p>

manuals for the products and services given to the customer. The manual tasks include giving the required trainings to the customer at customer site.

([PS_TSOM], 6.7 Setting up Offers)

([UG_TWM], 4.3.1 Installation Workflow)

([UG_TWM], 4.3.2 Shipment Workflow)

These processes are responsible for ensuring that any customer information required by other CRM processes is updated as part of the customer order completion. A

([PS_TSOM], 4.1.2.5 Order Closure)

9.2 Supporting Evidence References (Works Cited)

UG_TWM

FR-PT02.04-R01 Etiya_Workforce Management_v5.pdf, Key User Guide For Etiya Workforce Management System.

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

Etiya Information Technologies

Etiya BSS Platform v9.0

Etiya

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Issue Customer Orders (1.3.3.5)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

10 1.3.3 Order Handling

10.1 1.3.3.3 - Track & Manage Customer Order Handling

AA **Alfred Anaya-Dubern...**
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

10.1.1 1.3.3.5.1 Assess Customer Order

LEVEL 4 PROCESS MAPPING DETAILS	
3.3.5.1 Assess Customer Order	
Brief Description	
	Assess the information contained in the customer order relating to the sales request A
	([PS TSOM], 4 About Sales and Order Management)
	([PS TSOM], 5.2 Customer and Service Orders)
	([PS TSOM], Table 7: Order Types)
	or initiating customer process request to determine the associated customer orders that need to be issued. A
	([PS TSOM], Table 8: Order Statuses, Please Check Pending Dispatch Order Status Explanation)

The issued customer order may require a feasibility assessment, A

The Rule Engine supports adding Product Configuration Rules and Proposal Rules at any Step of the Order Lifecycle. These rules may depend on services/resources, products and offers exist in the order. System can be configured to add a manual task and related task assignments will be handled by the Rule Engine depending on the configurations.

([\[PS TSOM\]](#), 7 Rules Engine)

may require new provisioning activities, A

When a characteristic required for a product associated with a provider class, Etiya Product Catalog Management System allows configuring when to capture the value of this field. System allows selecting at which step of the order this characteristic value should be provided. Provider Classes are used for provisioning purposes. Product Characteristics form the base of product specifications.

([\[PS TSOM\]](#), 6.6 Setting up Product Characteristics)

([\[PS TPCM\]](#), 5.4 Product Specification)

may require a change to a previously issued customer order, A

Some of the business interactions in Etiya Sales and Order Management automatically creates update/cancel/change processes for previously sent orders.

([\[PS TSOM\]](#), 5.2 Customer and Service Orders)

([\[BP TSOM\]](#), Product Freeze Change Order)

or may require cancellation of a previously initiated customer order. A

([\[BP TSOM\]](#), Product Defreeze Order)

The customer order may also relate to the cancellation of previously purchased specific services. A

Extended description

Not used for this process element.

10.1.2 1.3.3.5.2 Issue Customer Order

LEVEL 4 PROCESS MAPPING DETAILS 1.3.3.5.2 Issue Customer Order
<p>Brief Description</p> <p>Issue a customer order, creating a record of the relevant initiating sales request and the associated customer order. A</p> <p>([PS TSOM], 4.1 The Order Management Lifecycle)</p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>Issue a customer order, creating a record of the relevant initiating sales request and the associated customer order. Where the initiating request for a purchased product offering has special or unusual requirements, if a specific feasibility assessment has been previously undertaken, create a record of the relevant initiating request information. AM</p> <p><i>Etiya Sales and Order Management System support a special assessment process for any type of business interaction upon configuration. Special assessment should be performed by the user manually at the order approval step.</i></p> <p>([PS TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)</p> <p>If a specific feasibility assessment has not been previously undertaken, mark the issued customer order as requiring special handling. AM</p> <p><i>In Etiya, Order Management Processes are connected to Lead and Feasibility Processes. In case an order requires a special handling, system automatically creates a sales lead. Etiya Lead Management System supports creating special offers for customers and triggers feasibility processes if necessary. Once the feasibility assessment done, Etiya Lead Management System hands over the quote back to Etiya Sales and Order Management System for Order Handling.</i></p> <p>([PS TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p> <p>([PS TLM], 8 Lead Feasibility Process)</p> <p>Extended description</p> <p>Not used for this process element.</p>

10.2 Supporting Evidence References (Works Cited)

- PS_TLM** PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management
- [PS_TPCM]** PS_EtiyaProductCatalog_Management_v5.pdf, Product Specification Document for Etiya Product Catalog Management
- PS_TSOM** PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

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Self-Assessment Process Mapping Report

Report Customer Order Handling (1.3.3.6)

Version 1 Review 0

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Merve Karaca, Etiya

11 1.3.3 Order Handling

11.1 1.3.3.6 Report Customer Order Handling

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

11.1.1 1.3.3.6.1 Monitor Customer Order Status

LEVEL 4 PROCESS MAPPING DETAILS 1.3.3.6.1 Monitor Customer Order Status
<p>Brief Description</p> <p>Continuously monitor the status of customer orders. AM</p> <p><i>Telaura Sales and Order Management System allows monitoring (AM) the orders and tracks (A) the statuses of the orders.</i></p> <p>([UG TSOM], 3.1.1.3 Viewing Customer Orders)</p> <p>([UG TSOM], 3.1.1.4 Viewing My Orders (Sales Agents))</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>Extended description</p> <p>Not used for this process element.</p>

11.1.2 1.3.3.6.2 Manage Customer Order Status Notification

LEVEL 4 PROCESS MAPPING DETAILS 1.3.3.6.2 Manage Customer Order Status Notification
<p>Brief Description</p> <p>Manage notifications to processes and other parties registered to receive notifications of any status changes.AM</p> <p><i>System provides an interface for managers to monitor the order statuses real-time.</i></p> <p>([KUG TSOM R], 2.1 Generic Order Report)</p> <p>([KUG TSOM R], 2.2 Sales Report)</p> <p>Extended description</p> <p>Not used for this process element.</p>

11.1.3 1.3.3.6.3 Update Order Repository

LEVEL 4 PROCESS MAPPING DETAILS 1.3.3.6.3 Report Customer Order Status
<p>Brief Description</p> <p>Record, analyze and assess the customer order status changes to provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Order Handling process, including specific reports required by specific customers. AM</p> <p><i>System provides access to all order related information. Specialized reports can be taken by setting different search criteria and filters. System allows producing excel sheets for different views.</i></p> <p>([KUG TSOM R], 2.1 Generic Order Report)</p> <p>([KUG TSOM R], 2.2 Sales Report)</p> <p>Extended description</p> <p>Not used for this process element.</p>

11.2 Supporting Evidence References (Works Cited)

- | | |
|-------------------|---|
| PS_TSOM | PS_TelauraSalesandOrderManagement_v5 .pdf , Product Specification Document for Telaura Sales and Order Management |
| KUG_TSOM_R | PS_TelauraSalesandOrderManagement_Reports_v5.pdf , Product Specification Document, Telaura Sales and Order Management Reports. |
| UG_TSOM | FR-PT02.04-R01 Telaura_Sales_and_Order_Management_v5.docx , Telaura Sales and Order Management Key User Guide |

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Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Close Customer Order (1.3.3.7)

Version 1 Review 0

April, 24th 2018

Merve Karaca, Etiya

12 1.3.3 Order Handling

12.1 1.3.3.7 Close Customer Order

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**. |

LEVEL 3 PROCESS MAPPING DETAILS 1.3.3.7 Close Customer Order
<p>Brief Description</p> <p>Close a customer order when the customer provisioning activities have been completed. Monitor the status of all open customer orders, and recognize that a customer order is ready to be closed when the status is changed to completed. A</p> <p><i>When all service orders related with a customer order is completed, Etiya Sales and Order Management System performs order closure tasks if necessary and updates the customer order status.</i></p> <p>Extended description</p> <p>The objective of the Close Customer Order processes is to close a customer order when the customer provisioning activities have been completed. A</p> <p>([PS TSOM], 4.1.2.4 Order Completion Notification)</p> <p>These processes monitor the status of all open customer orders, and recognize that a customer order is ready to be closed when the status is changed to completed. A</p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p>

12.2 Supporting Evidence References (Works Cited)

PS_TSOM **PS_EtiyaSalesandOrderManagement_v5 .pdf**, Product Specification Document for Etiya Sales and Order Management

Etiya Information Technologies

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Etiya

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Enable Retention & Loyalty (1.3.4.1)

Version 1 Review 0

April, 20th 2018

Merve Karaca, Etiya

13 1.3.4 Customer Management

13.1 1.3.4.1 Enable Retention & Loyalty

AA Alfred Anaya-Dubern...
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

13.1.1 1.3.4.1.1 Build Customer Insight

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.4.1.1 Build Customer Insight	
Brief Description	
	Ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information AM
	<i>It is possible to keep personal and organizational identification information and perform necessary validations.</i>
	([PS_TCRM], 5.8.1.1 Personal/Corporate Identification Information Step)

Extended Description

The purpose of this process is to ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information. AM

It is possible to keep personal and organizational identification information and perform necessary validations.

([\[PS_TCRM\]](#), 5.8.1.1 Personal/Corporate Identification Information Step)

The Service Provider will incorporate into the customer profile, all relevant information gathered through all contacts with the customer (usage pattern, demographics, life stage, household, community of interest, business direction).AM

Etiya Customer Relationship Management gathers all customer related information including demographics, contacts, interests, communities. It is possible to define new attributes to keep as customer related information.

([\[PS_TCRM\]](#), 5.7 Customer Profiles)

Customer and market information from other sources may be gathered, which will build a better understanding of the customer. AM

([\[IPS_TCRM\]](#), 5.7.3 Acquiring Profile Information)

([\[IPS_TCRM\]](#), 5.8.1.1 Personal/Corporate Identification Information Step)

Customer Information must be made available to any process that needs to access it. This customer information will be used to continually refine the means and style of interaction, and the solution sets and customer experience offered. AM

Etiya Customer Relationship Management allows viewing demographic information, products, assets, orders, interactions (notes, requests, and information), relations, end-users, billing accounts, billing profiles, groups, communities and segments of a customer at customer main page. Most of this information is provided by the related systems via interfaces.

Etiya Customer Relationship Management supports creating, updating, inquiring customers and customer related data through its APIs.

([\[IPS_TCRM\]](#), 9.2 Customer Main Page)

13.1.2 1.3.4.1.2 Analyze & Manage Customer Risk

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.1.2 Analyze & Manage Customer Risk
<p>Brief Description</p> <p>Ensure that a consistent customer risk assessment is used across the Enterprise AM</p> <p><i>Etiya Customer Relationship Management provides APIs for validating customer information for all processes to reduce the customer risk for all critical processes.</i></p> <p>([PS TCRM], 5.8 The Customer and Account Management Lifecycle)</p> <p>and ensure that risk analysis is based on information collected from all processes. AM</p> <p>([PS TCRM], 5.7.1 Customer Credit Classes)</p> <p>([PS TCRM], 5.7.2 Customer Risk Profiles)</p> <p>Extended Description</p> <p>The purpose of this process is to ensure that risk analysis is based on information collected from all processes AM</p> <p>([PS TCRM], 5.7.1 Customer Credit Classes)</p> <p>([PS TCRM], 5.7.2 Customer Risk Profiles)</p>

and that consistent risk assessment is used across the Enterprise. **AM**

Etiya Customer Relationship Management provides APIs for validating customer information for all processes to reduce the customer risk for all critical processes.

([\[IPS_TCRM\]](#), 5.8 The Customer and Account Management Lifecycle)

Its purpose is also to track and improve Operations, target and win the right customers and improves Sales Conversion rate. **A**

Etiya Churn & Retention Management uses customer information to evaluate the risks and allows treating customers differently depending on the customer profiles.

([\[IPS_TC&RM\]](#), 5.1.2 Retention Actions)

It determines the credit risk, fraud risk, influence risk, and churn risk. **AM**

Etiya Customer Relationship Management manages customer related information like customer risk profiles. These profiles can be defined by the service provider and associated with customers and customer accounts.

([\[IPS_TCRM\]](#), 5.7.2 Customer Risk Profiles)

It identifies treatments to manage these risks and focuses on using customer information. **A**

Etiya Churn & Retention Management uses customer information to evaluate the risks and allows treating customers differently depending on the customer profiles.

([\[IPS_TC&RM\]](#), 5.1.2 Retention Actions)

13.1.3 1.3.4.1.3 Personalize Customer Profile for Retention & Loyalty

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.1.3 Personalize Customer Profile for Retention & Loyalty
<p>Brief Description</p> <p>Provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider AM</p> <p><i>Etiya Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Etiya Customer Relationship Management and Etiya Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions.</i></p> <p>([PS TC&RM], 5.1.3 Definition of Service/Resource Relations)</p> <p>([PS TC&RM], 5.1.4 Definition of Profile Filters)</p>
<p>Extended Description</p> <p>The purpose of this process is to provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider. Personalization allows delivery of services that more closely match the customer’s need. AM</p> <p><i>Etiya Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Etiya Customer Relationship Management and Etiya Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions.</i></p> <p>([PS TC&RM], 5.1.3 Definition of Service/Resource Relations)</p> <p>([PS TC&RM], 5.1.4 Definition of Profile Filters)</p>

Collection of Personalization Information also discourages switching since the customer would have to build up the same Personalized experience with the next Service Provider. **AM**

Customer profile information is gathered to define the detailed specifications of a customer, and to be able to take appropriate action in terms of marketing, notification and customer loyalty.

([\[PS_TCRM\]](#), 5.7 Customer Profiles)

- Business Planning is essential to allow the Service Provider to match the customer's future retention needs and potential acquisition needs, rather than just continuing with today's known needs. **AM**

Etiya Customer Relationship Management and Etiya Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions. Other pattern recognition or Complex Event Processing methods can be used on the customer database manually to identify customers who may need special treatment in the future.

([\[PS_TC&RM\]](#), 5.1.3 Definition of Service/Resource Relations)

([\[PS_TCRM\]](#), 5.1.4 Definition of Profile Filters)

- Loyalty schemes allow tangible benefits to be offered to good customers in a mass-market. **AM**

Etiya Customer Relationship Management supports assigning Loyalty Schemes to the customers.

([\[PS_TCRM\]](#), 5.7 Customer Profiles)

- The process aims to ensure that all information is gathered and used to make the best decisions to retain those customers the Service Provider wants to retain, heighten satisfaction and maintain profitability. **AM**

Etiya Customer Relationship Management allows creating dynamic customer profile according to the needs of the operators, so that the most important customer information can be stored from operator's point of view. System allows creating surveys and updating customer profile according to answers of the customers. The surveys are also used to gather information like customer opinions or wishes.

([\[IPS_TCRM\]](#), 5.7.3 Acquiring Profile Information)

This process provides a source of data for performing loyalty and retention marketing campaigns, for retaining existing customers, promoting customer loyalty, winning back customers who have left. It utilizes predictive modeling software to analyze an account, and to return relevant scores, such as: churn score, up-sell score, cross-sell score, bad debt score and customer lifetime value score. Moreover it utilizes scores for customer analysis and marketing campaign purposes. **AM**

Etiya Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Etiya Customer and Account Management and Etiya Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions. Other pattern recognition or Complex Event Processing methods can be used on the customer database manually to identify customers who may need special treatment in the future.

([\[IPS_TC&RM\]](#), 5.1.3 Definition of Service/Resource Relations)

([\[IPS_TC&RM\]](#), 5.1.4 Definition of Profile Filters)

13.1.4 1.3.4.1.4 Validate Customer Satisfaction

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.1.4 Validate Customer Satisfaction
<p>Brief Description</p> <p>Validate that predicted/expected value is delivered by the solution M</p> <p><i>In Etiya Suite, it is possible to validate customer satisfaction or the quality of the solution provided to the customer by several methods</i></p> <ol style="list-style-type: none"><i>1. It is possible to create customer surveys and apply it to the customers</i> ([PS_TCRM], 5.7.3 Acquiring Profile Information)<i>2. It is possible to invoke confirmation workflows after manual tasks are performed (like installation task) by suppliers/partners or an internal workforce.</i> ([UG_TWM], 4.3.1 Installation Workflow)<i>3. After churn processes depending on the configuration</i> ([PS_TC&RM], 5.1.15 Closing Churn and Retention Processes)

and initialize the after-sales processes (billing and assurance) AM

The initialization of billing and assurance processes can be done at any point during business interactions since systems inform the middleware about the status updates of the business interaction instances.

([\[PS TSOM\]](#), 4 About Sales and Order Management)

Extended Description

The purpose of this process is to validate that predicted/expected value is delivered by the solution M

In Etiya CRM Suite, it is possible to validate customer satisfaction or the quality of the solution provided to the customer by several methods

1. *It is possible to create customer surveys and apply it to the customers*

([\[PS TCRM\]](#), 5.7.3 Acquiring Profile Information)

2. *It is possible to invoke confirmation workflows after manual tasks are performed (like installation task) by suppliers/partners or an internal workforce.*

([\[UG TWM\]](#), 4.3.1 Installation Workflow)

3. *After churn processes depending on the configuration*

([\[PS TC&RM\]](#), 5.1.15 Closing Churn and Retention Processes)

and that the after-sales processes (billing and assurance) are initialized. AM

The initialization of billing and assurance processes can be done at any point during business interactions since systems inform the middleware about the status updates of the business interaction instances.

([\[PS TSOM\]](#), 4 About Sales and Order Management)

It validates that the customer is capable of realizing maximum value from the operation or use of the solution and that intense Provider involvement is no longer needed to manage the solution. AM

System allows creating installation tasks (including customer trainings) if necessary for a service. If there is an installation task for a service Etiya Workforce Management system will handle these processes as the last step, system assign a task on a related work group to call the customer and receive her confirmation. If the confirmation is not received, system informs middleware to create a trouble ticket. Otherwise, the service activation is completed by informing the billing system. These processes are handled in cooperation with Etiya Product and Catalog Management, Etiya Sales and Order Management, Etiya Workforce Management and the SOA middleware. Etiya Product and Catalog Management System allows marking a service as 'Requires Installation'.

([\[PS TPCM\]](#), 7.5.1 Simple Offers)

Etiya Product Catalog Management System allows associating documents with the offers including operation manuals.

([\[PS TSOM\]](#), 6.3 Setting up Services)

Etiya Churn and Retention Management System supports tasks for validating customer satisfaction at the end of the churn or the retention processes.

([\[IPS_TC&RM\]](#), 5.1.15 Closing Churn & Retention Processes)

This process ensures that the customer is satisfied that the solution that was actually delivered meets original or updated expectations and agreements and that the solution is operable by the customer. AM

Etiya Workforce Management System supports creating customer confirmation task at the end of any business interaction upon configuration to measure customer satisfaction

([\[UG_TWM\]](#), 4.3 Shipment and Installation Workflows)

13.2 Supporting Evidence References (Works Cited)

PS_TCRM	PS_EtiyaCustomerRelationshipManagement_v5.01.pdf , Product Specification Document for Etiya Customer Relationship Management
PS_TSOM	PS_EtiyaSalesandOrderManagement_v5 .pdf , Product Specification Document for Etiya Sales and Order Management
PS_TC&RM	PS_EtiyaChurn&RetentionManagement_v5.pdf , Product Specification Document, Etiya Churn and Retention Management
PS_TPCM	PS_EtiyaProductCatalog_Management_v5.pdf , Product Specification Document for Etiya Product Catalog Management
UG_TWM	FR-PT02.04-R01 Etiya_Workforce Management_v5.pdf , Key User Guide For Etiya Workforce Management System.

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Self-Assessment Process Mapping Report

Establish Customer Relationship (1.3.4.2)

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14 1.3.4 Customer Management

14.1 1.3.4.2 - Establish Customer Relationship

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

14.1.1 1.3.4.2.1 Verify Customer

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.1 Verify Customer
<p>Brief Description</p> <p>Verify that the customer is who they claim they are. AM</p> <p>Depending on the “party role”, system performs a validation check to match the customer data with the information provided by local authorities’ databases.</p> <p>([PS_TCRM], 5.8.1 Customer Identification Process)</p> <p>([PS_TCRM], 5.8.1.1 Personal/Corporate Identification Information Step)</p> <p>([PS_TCRM], 5.7 Customer Profiles)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

14.1.2 1.3.4.2.2 Establish New Customer Identity

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.2 Establish New Customer Identity
<p>Brief Description</p> <p>Issue a unique Identifier and Authentication information for a new customer without an existing identity. AM</p> <p>Etiya Customer Relationship Management ensures that a unique identifier is assigned to the customer depending on the type of the customer. This process also prevents creating multiple instances for a customer.</p> <p>([PS_TCRM], 5.8.1.1 Personal/Corporate Identification Information Step)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

14.1.3 1.3.4.2.3 Clean-up & Archive Customer Identifying Information

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.3 Clean-up & Archive Customer Identifying Information
<p>Brief Description</p> <p>After termination, provides 'clean-up' duplicates of customer identifying information that may exist within the organization. Profile and preference information for terminated customer relationships is archived if acceptable to the customer. All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary.AM</p> <p>Etiya Customer Relationship Management manages termination process for the customers and archive the customer data as per service provider's legal obligations.</p> <p>([PS TCRM], 5.8.2 Inactive and Prospect Customers)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

14.1.4 1.3.4.2.4 De-duplicate Customer Identity

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.4 De-duplicate Customer Identity
Brief Description Merge multiple records from same customer A Etiya Customer Relationship Management supports merging multiple instances of a customer if identified. ([PS TCRM], 8 Customer Merge Operations) Extended description <i>Not used for this process element</i>

14.1.5 1.3.4.2.5 Issue Unique Customer ID

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.5 Issue Unique Customer ID
<p>Brief Description</p> <p>Ensure only one customer identity exists across the Enterprise. AM</p> <p>Etiya Customer Relationship Management system check the customer identifier number depending on the type of the customer and does not allow creating a new customer if there already exist another customer record with the same identifier.</p> <p>([PS_TCRM], 5.8.1.1 Personal/Corporate Identification Information Step)</p>

14.1.6 1.3.4.2.6 Gather Authentication Information

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.2.6 Gather Authentication Information
<p>Brief Description</p> <p>Gather Authentication Information from the customer. A</p> <p>Etiya Customer Relationship Management allows capturing customer related information in the process of creating a new customer.</p> <p>([PS_TCRM], 5.8.1 Customer Identification Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

14.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement_v5.01.pdf, Product Specification Document for Etiya Customer Relationship Management

Etiya Information Technologies

Etiya BSS Platform v9.0

Etiya

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Self-Assessment Process Mapping Report

Re-establish Customer Relationship (1.3.4.3)

Version 2 Review 1

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15 1.3.4 Customer Management

15.1 1.3.4.3 Re-establish Customer Relationship



Alfred Anaya-Dubern...

It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.4.3 Re-establish Customer Relationship
<p>Brief Description</p> <p>The purpose of this process is to re-establish customer relationship which were suspended or terminated in the past. This process recovers the appropriate customer information along with the past customer interactions and provides them to the operational systems in order to provide continuity in the customer management processes. Pending on the customer status this process performs:</p> <ul style="list-style-type: none"> -Change in the status of the customer information in the operational systems -Retrieve customer information from archive systems -Create/Update the retrieved customer information -Restore / retrieve previous customer interactions information A

Etiya Customer Relationship Management change the status of a terminated customer to inactive and allow recovery of inactive and archived customers. Customers are recovered with all relational information.

The information of the inactive customers are still kept in Etiya Customer Relationship Management, the process is managed by the status of the customer. So when the status of the customer becomes active again, the customer information becomes ready to use.

([\[IPS_TCRM\]](#), 5.8.2 Inactive and Prospect Customers)

Extended description

Not used for this process element

15.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement_v5.01.pdf, Product Specification Document for Etiya Customer Relationship Management

Etiya Information Technologies

Etiya BSS Platform v9.0

Etiya

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Self-Assessment Process Mapping Report

Terminate Customer Relationship (1.3.4.4)

Version 1 Review 0

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Merve Karaca, Etiya

16 1.3.4 Customer Management

16.1 1.3.4.4 Terminate Customer Relationship

AA Alfred Anaya-Dubern...
 It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS
1.3.4.4 Terminate Customer Relationship

Brief Description

The customer relationship is terminated only if actually appropriate, the wishes of the customer are complied with where possible, records are kept in case the relationship with the customer is re-established, legal and ethical requirements for customer information are complied with. AM

Etiya Customer Relationship Management manages customer termination by changing status of the customers into inactive and keep the customer data according to the business rules the service provider.

([\[PS_TCRM\]](#), 5.8.2 Inactive and Prospect Customers)

Significant customer life-stage events or business decisions by the Service Provider cause one or both parties to terminate the relationship. A

Etiya Customer Relationship Management allows triggering of customer termination from both service provider and customer sides.

([\[PS_TCRM\]](#), 5.8.2 Inactive and Prospect Customers)

The need for complete termination of relationships needs to be differentiated from just terminating all services.

The principles behind this include the Service Provider ending a relationship only if the customer ceases to exist, or the customer is fraudulent, the Enterprise decides that it no longer wishes to do business with the customer. A

Etiya Sales and Order Management triggers different business interactions for service termination and customer level termination.

([\[PS TSOM\]](#), 5.1.3 Business Interaction Levels)

Etiya Sales and Order Managements Account Level Cancel process updated the customer account status and change the status of the customer to Inactive.

([\[PS TCRM\]](#), 5.8.2 Inactive and Prospect Customers)

All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. A

Etiya Customer Relationship Management propagate customer status update to all external systems.

([\[PS TCRM\]](#), 5.8.2.1 Transferring the Customer Termination to the Middleware)

16.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement_v5.01.pdf, Product Specification Document for Etiya Customer Relationship Management

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

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Self-Assessment Process Mapping Report

Create Customer Interaction (1.3.5.1)

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17 1.3.5 Customer Interaction Management

17.1 1.3.5.1 Create Customer Interaction

AA

Alfred Anaya-Dubern...

It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS

1.3.5.1 Create Customer Interaction

Brief Description

Create a record that logs the customer interaction. **A**

Etiya Sales and Order Management and Etiya Customer Account Management systems creates a business interaction whenever a connection with customer occurs.

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. **A**

An entry is added to customer interaction history as soon as a connection with customer happens. Evenly, if customer interaction is made outside Etiya Suite, the external system that touched the customer can logs this interaction through calling related Etiya Suite's APIs.

([\[PS_TSOM\]](#), **5.1 Business Interactions**)

([\[PS_TCRM\]](#), **9.2.7 Customer Contact History**)

17.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement_v5.01.pdf, Product Specification Document for Etiya Customer Relationship Management

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

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Self-Assessment Process Mapping Report

Update Customer Interaction (1.3.5.2)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

18 1.3.5 Customer Interaction Management

18.1 1.3.5.2 Update Customer Interaction



Alfred Anaya-Dubern...

It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS

1.3.5.2 Update Customer Interaction

Brief Description

Update the customer interaction. A

Etiya Sales and Order Management system makes required updates to business interactions.

Extended description

The purpose of this process is to update the customer interaction, typically when additional action is carried out during long-lived interactions. A

Etiya Sales and Order Management system updates business interactions according order statuses.

([PS TSOM], 5.1.2 Business Interaction Statuses)

When the customer should be notified about the update, this process triggers the Notify Customer process to perform the notification. A

Etiya Sales and Order Management notifies customer by SMS, email, etc. according to business interaction progress such as when a customer order is completed / failed or a specific event (e.g. when the phone number of a voice product is clear) happens.

([PS TSOM], 4.1.2.6 Order Customer Notification)

18.2 Supporting Evidence References (Works Cited)

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

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Self-Assessment Process Mapping Report

Close Customer Interaction (1.3.5.3)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

19 1.3.5 Customer Interaction Management

19.1 1.3.5.3 Close Customer Interaction

AA Alfred Anaya-Dubern...
 It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.3 Close Customer Interaction
<p>Brief Description</p> <p>Close the customer interaction. AM</p> <p><i>Etiya Sales and Order Management and Etiya Customer Relationship Management systems closes business interactions when they are completed.</i></p> <p>([CLOSE NEW SALE SS], New Sales Interaction Screenshot)</p> <p>Extended description</p> <p>The purpose of this process is to close the customer interaction when both parties agree that the interaction is closed. AM</p> <p><i>Etiya Sales and Order Management system closes business interactions when they finish (A). When a customer order completes a customer order verification activity like an outbound customer call can be created to ensure that the customer order is completed from the customer’s point of view (M).</i></p> <p>([PS TSOM], 5.1.2 Business Interaction Statuses)</p>

19.2 Supporting Evidence References (Works Cited)

PS_TSOM PS_EtiyaSalesandOrderManagement_v5 .pdf, Product Specification Document for Etiya Sales and Order Management

CLOSE_NEW_SALE_SS CLOSE_NEW_SALE_SS.png, New Sales Interaction Screenshot

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Self-Assessment Process Mapping Report

Log Customer Interaction (1.3.5.4)

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20 1.3.5 Customer Interaction Management

20.1 1.3.5.4 Log Customer Interaction



Alfred Anaya-Dubern...

It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS

1.3.5.4 Log Customer Interaction

Brief Description

Record and maintain all information about the customer interaction. A

At Etiya Customer Relationship Management Customer Contact History, all details of customer interactions can be viewed.

([\[TCRM_SS_1\]](#), **Customer Interaction History Screen Shot**)

Extended description

The purpose of this process is to record and maintain all information about the customer interaction. AM

System logs all customer business interactions with their related information like create user, create date, sale channel, business interaction status, related products, documents that should be taken from customer, etc. (A)

([\[PS_TSOM\]](#), **5.1 Business Interactions**)

Custom information can also be kept through business interaction characteristics. (AM)

([\[PS_TSOM\]](#), **5.1.7 Business Interaction Characteristics**)

([\[PS_TSOM\]](#), **6.1.8 Setting Up Business Interaction Characteristics**)

This information can be used in future interaction or as input for data analysis processes. A

All customer interactions can be tracked and analyzed on customer contact history screen which can be found on customer main page at Etiya Customer Relationship Management module. Future interactions can be planned according to previous business interactions.

([\[PS_TCRM\]](#), **9.2.7 Customer Contact History**)

20.2 Supporting Evidence References (Works Cited)

PS_TSOM	PS_EtiyaSalesandOrderManagement_v5 .pdf , Product Specification Document for Etiya Sales and Order Management
TCRM_SS_1	TCRM_SS_1.png , Customer Interaction History Screen Shot

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Self-Assessment Process Mapping Report

Notify Customer (1.3.5.5)

Version 1. Review 0

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21 1.3.5 Customer Interaction Management

21.1 1.3.5.5 Notify Customer



Alfred Anaya-Dubern...

It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS

1.3.5.5 Notify Customer

Brief Description

Notify the customer when interesting events happen. **A**

Etiya Sales and Order Management notifies customer according to business interaction progress.

([\[3.5.5 SS\]](#), **Customer Notification Template Screenshot**)

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. **A**

Etiya Sales and Order Management notifies customer by SMS, email, etc. according to business interaction progress such as when a customer order is completed / failed or a specific event (e.g. when the phone number of a voice product is clear) happens.

([\[PS_TSOM\]](#), 4.1.2.6 Order Customer Notification)

([\[PS_TPCM\]](#), 7.5.10 Offer SMS & Email Templates)

21.2 Supporting Evidence References (Works Cited)

PS_TSOM	PS_EtiyaSalesandOrderManagement_v5 .pdf , Product Specification Document for Etiya Sales and Order Management
PS_TPCM	PS_EtiyaProductCatalog_Management_v7.1.1.pdf , Product Specification Document for Etiya Product Catalog Management
3.5.5_SS	3.5.6.png , Customer Notification Template Screen Shot

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Self-Assessment Process Mapping Report

Track and Manage Customer Interaction (1.3.5.6)

Version 1 Review 0

April, 20th 2018

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22 1.3.5 Customer Interaction Management

22.1 1.3.5.6 Track and Manage Customer Interaction

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.6 Track and Manage Customer Interaction
<p>Brief Description</p> <p>Ensure that Customer Interactions are managed and tracked efficiently. AM</p> <p><i>Etiya SLA Management tracks and takes necessary actions for customer SLAs.</i></p> <p>Extended description</p> <p>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 AM</p> <p>([PS_TSLA], 4 About Etiya SLA Management)</p> <p>([PS_TSLA], 5.1.1 Defining SLA Offers with SLA Criteria)</p> <p>Responsibilities of these process include but are not limited to:</p>

· Ensure interactions are completed and closed in a timely manner **AM**

Etiya SLA Management keeps and monitors customer SLAs to ensure requested KPIs are reached.

([\[PS_TSLA\]](#), 5.8 Chasing and Reporting SLA)

· Notify the customer when SLA or deadlines cannot be met **AM**

Notification is made when a customer SLA is broken.

([\[PS_TSLA\]](#), 5.7 Sending Notifications)

· Track customer responses when these are required AM

When customer SLAs are not met, calculated amount of money for the time period that KPIs are not satisfied can be paid back to customer.

([\[PS_TSLA\]](#), 6 Etiya Order Entry Module)

([\[PS_TSLA\]](#), 6.1 Etiya SLA Return Process)

· Measure KPIs in order to improve the Interactions efficiency AM

SLA results can be investigated to discover possible improvement areas.

([\[PS_TSLA\]](#), 5.8 Chasing and Reporting SLA)

22.2 Supporting Evidence References (Works Cited)

[PS_TSLA]

PS_EtiyaSLAManagement_v5.pdf, Product Specification Document for Etiya SLA Management

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Self-Assessment Process Mapping Report

Report Customer Interaction (1.3.5.4)

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23 1.3.5 Customer Interaction Management

23.1 1.3.5.7 Report Customer Interaction

AA **Alfred Anaya-Dubern...**
 It is well-understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.7 Report Customer Interaction
<p>Brief Description</p> <p>Monitor the status of a customer interaction. AM</p> <p><i>On Customer Contact History screen all customer business interactions and their details can be viewed.</i></p> <p>Extended description</p> <p>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 AM</p> <p><i>At Customer Contact History in Etiya Customer Relationship Management system, provides functionality for monitoring progress details of business interactions. Status changes of business interactions can be monitored.</i></p>

([\[PS_TCRM\]](#), 9.2.7 Customer Contact History)

([\[PS_TSOM\]](#), 4.1.2.6 Order Customer Notification)

([\[PS_TPCM\]](#), 7.5.10 Offer SMS & Email Templates)

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. **M**

Custom reports inspired by current reports can be generated according to the needs.

([\[PS_TCRM\]](#), 9.2.7 Customer Interaction History)

23.2 Supporting Evidence References (Works Cited)

PS_TSOM	PS_EtiyaSalesandOrderManagement_v5.pdf , Product Specification Document for Etiya Sales and Order Management
PS_TCAM	PS_EtiyaCustomerRelationshipManagement.pdf , Product Specification Document for Etiya Customer and Account Management
[PS_TPCM]	PS_EtiyaProductCatalog_Management_v7.1.1.pdf , Product Specification Document for Etiya Product Catalog Management

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Self-Assessment Process Mapping Report

Authenticate User (1.3.5.8)

Version 1 Review 0

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24 1.3.5 Customer Interaction Management

24.1 1.3.5.8 Authenticate User

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.8 Authenticate User
<p>Brief Description</p> <p>Authenticate the person involved in the interaction. AM</p> <p><i>Etiya Customer Account Management contains functionality to make sure that a customer who is making a request is the original customer by asking him some security verification questions.</i></p> <p>Extended description</p> <p>The purpose of this process is to authenticate the person involved in the interaction from the customer side. In self-service channels the user may need to login in order to authenticate himself, in other channels the user may need to answer identity verification questions. AM</p> <p><i>A customer is validated for being the original customer via security questions. If the customer do not answer the security questions correctly customer's business interaction is not proceeded. This configuration is made at Security Verification Configuration of Etiya System Management module according to business interaction specifications. The security verification step can be bypassed if the customer is calling from the phone number recorded in his customer communication information.</i></p> <p><i>In self-service channels customer is required to login his credentials.</i></p> <p>([PS_TSM], 5.12 Security Verification Configuration)</p>

24.2 Supporting Evidence References (Works Cited)

[PS_TSM]

PS_EtiyaSystemConfiguration_v5.pdf, Product Specification Document for Etiya System Management

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Self-Assessment Process Mapping Report

Customer Interface Management (1.3.5.9)

Version 1 Review 0

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25 1.3.5 Customer Interaction Management

25.1 1.3.5.9 Customer Interface Management

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

25.1.1 1.3.5.9.1 Manage Request Including Self-Service

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.9.1 Manage Request Including Self-Service
<p>Brief Description Manage all requests (inbound and outbound) made by potential and existing customers A</p> <p><i>Etiya Suite enables managing requests automatically as described below in details at the extended description of the process.</i></p> <p>Extended Description The purpose of this process is to manage all requests (inbound and outbound) made by potential and existing customers. It receives the request and either enables its originator to automatically fulfill it, or identifies and activates the opportune process to accomplish the request A</p> <p><i>All customer requests result in creation of business interaction instance. Some specific requests like new sale, cancel product, tax exemption, etc. also cause an order to be created. A customer new sale order can be continued later by the user who creates it or another user who has the right to continue it.</i></p> <p>([PS TSOM], 4 About Sales and Order Management)</p> <p>([PS TSOM], 4.1 The Order Management Lifecycle)</p> <p>([PS TSOM], 5.1 Business Interactions)</p>

it manages the status of the request and is able to provide status information at any moment in which the request is active A

Business interaction and order statuses are managed by Etiya CRM Suite.

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2.1 Order Item Statuses)

([\[PS TSOM\]](#), 5.1.2 Business Interaction Statuses)

it formally closes the request when all related activities have been terminated. A

Orders and business interactions are closed when all related activities are completed.

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

([\[PS TSOM\]](#), 5.1.2 Business Interaction Statuses)

25.1.2 1.3.5.9.2 Analyze & Report on Customer

LEVEL 3 PROCESS MAPPING DETAILS 1.3.5.9.2 Analyze & Report on Customer
<p>Brief Description</p> <p>Perform all necessary analysis on closed requests and on customer contacts and generate related reports AM</p> <p><i>Etiya Suite enables performing analysis on closed orders and customers and generates the related reports partially automatically as described below in details at the extended description of the process.</i></p> <p>Extended Description</p> <p>The purpose of this process is to perform all necessary analysis on closed (completed or unfulfilled) requests and on customer contacts AM</p> <p><i>Order reports can be used to analyze orders.</i></p> <p>([PS TRM], 5.7 Sales and Orders Reports)</p> <p><i>Customer contact history can be used to monitor business interaction statuses.</i></p> <p>([PS TCRM], 9.2.7 Customer Contact History)</p>

and it generates related reports, to be utilized for process improvement activities, proactive problems prevention, up-sell opportunities definition, etc. **AM**

Order reports can be used to utilize processes. Custom reports can be generated.

([\[PS_TRM\]](#), **5.7 Sales and Orders Reports**)

Customer contact history can be monitored to see up-sell, new sale or other opportunities for a customer. Custom reports can be generated.

([\[PS_TCRM\]](#), **9.2.7 Customer Contact History**)

25.1.3 1.3.5.9.3 Mediate & Orchestrate Customer Interactions

LEVEL 3 PROCESS MAPPING DETAILS
1.3.5.9.3 Mediate & Orchestrate Customer Interactions**Brief Description**

Ensure that transaction message structure and interactions conform to agreed, externally defined standards used by the enterprise and its customers **AM**

Etiya Suite enables mediating and orchestrating customer interactions partially automatically as described below in details at the extended description of the process.

Extended Description

The purpose of the Mediate & Orchestrate Customer Interactions is to ensure that transaction message structure and interactions conform to agreed, externally defined standards used by the enterprise and its customers. Increasingly transactions with external parties (e.g. customers using RosettaNet or Web Services standards) will need to conform to message and data formats defined by third parties or third party organizations. **AM**

*Etiya Suite enriches and sends all orders and business interactions with all related data (e.g. customer information, products, etc.) in XML format to middleware via APIs. **(A)***

([\[PS TSOM\]](#), **4.1.2.1 Order Enrichment**)

([\[PS TCRM\]](#), **9.1 Customer and Account Business Interactions**)

*Middleware then performs necessary actions for provisioning services and informing external systems about the transaction. Middleware makes necessary mappings and conversions to Etiya Suite’s transaction data to make them understandable by external systems. **(M)***

([\[PS TSOM\]](#), **4.1.2.2 Order Decomposition**)

([\[PS TCRM\]](#), **9.1 Customer and Account Business Interactions**)

Based on the specific transaction type and involved external party, this conformance will require the identification of the necessary data formats to be sent externally, and conversion of externally received messages into the required internal enterprise formats. **AM**

Middleware can make necessary conversions to fit external systems' messages to Etiya Suite's interfaces.

([\[PS_TCRM\]](#), **9.1 Customer and Account Business Interactions**)

([\[PS_TSOM\]](#), **4.2 Accepting Orders From External Systems**)

In addition, interactions with external parties may require that messages and transactions need to be undertaken with defined and agreed orchestration for message exchange. **A**

Etiya Suite publishes all business interactions and orders to external systems via middleware's APIs.

([\[PS_TSOM\]](#), **4.1.2.1 Order Enrichment**)

([\[PS_TCRM\]](#), **9.1 Customer and Account Business Interactions**)

([\[PS_TSOM\]](#), **5.1 Business Interactions**)

The actual agreement between the parties to use specific interaction standards is part of the Support Customer Interface Management and Support Selling L3s. AM

Middleware makes necessary mappings and conversions to Etiya Suite's transaction data to make them understandable by external systems.

([\[PS_TSOM\]](#), 4.1.2.2 Order Decomposition)

([\[PS_TCRM\]](#), 9.1 Customer and Account Business Interactions)

25.2 Supporting Evidence References (Works Cited)

PS_TSOM	PS_EtiyaSalesandOrderManagement_v5.pdf , Product Specification Document for Etiya Sales and Order Management
PS_TCRM	PS_EtiyaCustomerRelationshipManagement.pdf , Product Specification Document for Etiya Customer and Account Management
[PS_TRM]	PS_EtiyaReportingManagement_v5.pdf , Product Specification Document for Etiya Reporting Management

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Self-Assessment Process Mapping Report

Create Customer Record (1.3.6.1)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

26 1.3.6 Customer Information Management

26.1 1.3.6.1 Create Customer Record

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.6.1 Create Customer Record
<p>Brief Description</p> <p>Create a new customer record in the customer inventory. AM</p> <p>Extended Description</p> <p>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. AM</p> <p>The process of assigning a customer role to the person or party that is going to interact with the company through the acquisition of contact information. A customer role can be assigned to people or parties that had been registered to the system earlier by the customer create function without the need of re-entering the data.</p> <p>([PS_TCRM], 9.1 Customer and Account Business Interactions)</p>

26.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement.pdf, Product Specification Document for Etiya Customer and Account Management

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Self-Assessment Process Mapping Report

Update Customer Data (1.3.6.2)

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April, 18th 2018

Merve Karaca, Etiya

27 1.3.6 Customer Information Management

27.1 1.3.6.2 Update Customer Data

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 3.6.2 Update Customer Data
<p>Brief Description</p> <p>Update the customer data in the customer inventory. AM</p> <p>Extended Description</p> <p>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). AM</p> <p>Etiya Customer Relationship Management module enables updating person or party information and forwarding the latter to external systems. The solution partner modules are updated simultaneously when the user updates information within the customer module.</p> <p>([PS_TCRM], 6.11 Customer and Account Business Interactions)</p> <hr/>

27.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement.pdf, Product Specification Document for Etiya Customer and Account Management

Etiya Information Technologies

Etiya BSS Platform v9.0

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Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Notify Customer Data Change (1.3.6.3)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

28 1.3.6 Customer Information Management

28.1 1.3.6.3 Notify Customer Data Change

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.6.3 Notify Customer Data Change
<p>Brief Description</p> <p>Notify other processes that customer data has been changed AM</p> <p>Extended Description</p> <p>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. AM</p> <p>Etiya Customer Relationship Management Module notifies the relevant systems if the customer data changes.</p> <p>([PS_TCRM], 9.1 Customer and Account Business Interactions)</p>

28.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement.pdf, Product Specification Document for Etiya Customer and Account Management

Etiya Information Technologies

Etiya BSS Platform v9.0

Etiya

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Archive Customer Data (1.3.6.4)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

29 1.3.6 Customer Information Management

29.1 1.3.6.4 Archive Customer Data

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.6.4 Archive Customer Data
<p>Brief Description</p> <p>Archive the customer data. AM</p> <p>Extended Description</p> <p>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. AM</p> <p>It is possible to archive inactive customers who remained inactive for a certain period of time. However archived customers will not be available for customer search.</p> <p>([PS_TCRM], 5.8.2 Inactive and Prospect Customers)</p>

29.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement.pdf, Product Specification Document for Etiya Customer and Account Management

Etiya Information Technologies

Etiya BSS Platform v9.0

Etiya

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Build a Unified Customer View (1.3.6.5)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

30 1.3.6 Customer Information Management

30.1 1.3.6.5 Build a Unified Customer View

AA **Alfred Anaya-Dubern...**
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

LEVEL 3 PROCESS MAPPING DETAILS 1.3.6.5 Build a Unified Customer View
<p>Brief Description</p> <p>Create a single customer record from the information stored in multiple systems and present a single, most updated record of the customer information. AM</p>
<p>Extended Description</p> <p>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. AM</p> <p>Etiya Customer Relationship Management allows notifying relevant systems through the middleware, if anything changes on customer data.</p> <p>([PS_TCRM], 9.1 Customer and Account Business Interactions)</p>

30.2 Supporting Evidence References (Works Cited)

PS_TCRM

PS_EtiyaCustomerRelationshipManagement.pdf, Product Specification Document for Etiya Customer and Account Management

Etiya Information Technologies

Etiya BSS Platform v9.0

TM Forum Frameworx 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Isolate Customer Problem (1.3.7.1)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

31.1.2 1.3.7.1.2 Perform Specific Customer Problem Diagnostics

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.2 Perform Specific Customer Problem Diagnostics
<p>Brief Description</p> <p>This process performs diagnostics based on the customer provided information to determine whether the root cause of the customer problem is linked to the underlying services. AM</p> <p><i>Etiya Customer Complaint Management system allows defining business flows in order to determine the customer problems and allows monitoring the customer problems in order to improve the functional and operational performance of the service providers. Etiya Customer Complaint Management provides specific reports in order to diagnose the root cause of the problem.</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]) 9. Process Designer)</p> <p>([UG_TCCM]) 13. Reports)</p>

Extended Description

Not used for this process element

31.1.3 1.3.7.1.3 - Perform Specific Customer Problem Tests

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.3 - Perform Specific Customer Problem Tests
<p>Brief Description</p> <p>This process runs tests against the specific services, AM</p> <p><i>Etiya Customer Complaint Management system allows defining control criterias during ticket entry while submitting customer problem in order to test the service. Moreover Etiya Customer Complaint Management system allows defining surveys in order to evaluate the specific service if needed.</i></p> <p>([C_TCCM]), 5.1 Ticketing)</p> <p>([C_TCCM]), 5.1.7 Control Criteria)</p> <p>([C_TCCM]), 5.11. Survey)</p> <p>([UG_TCCM]) 11. Ticket Information)</p> <p>Extended Description</p> <p>Not used for this process element</p>

31.1.4 1.3.7.1.4 - Notify T&M Root Cause Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.4 - Notify T&M Root Cause Customer Problem
<p>Brief Description</p> <p>This process notifies the Track & Manage Customer Problem processes when the analysis is complete. AM</p> <p><i>Etiya Customer Complaint Management System has a comprehensive customer history which allows listing and monitoring of all the resolved and unresolved problem of the customer during ticketing process. Moreover Customer Complaint Management System provides specific report to track and monitor customer problems as well.</i></p> <p>([C_TCCM]), 5.1 Ticketing)</p> <p>([C_TCCM]), 5.1.10 Manage Pool Processes)</p> <p>([C_TCCM]), 5.9 Pool Operations)</p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]) 11. Ticket Information)</p> <p>([UG_TCCM]) 13. Reports)</p> <p>([UG_TCCM]) 4.10. Pool Configuration)</p> <p>Extended Description</p> <p>Not used for this process element</p>

31.1.5 1.3.7.1.5 - Categorize Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.5 - Categorize Customer Problem
<p>Brief Description AM</p> <p>To be added 😊</p> <p>Mandatory</p> <p>This process is responsible for categorizing the customer problem according to the type of the problem, impact, and standardized criteria at CRM level. Moreover, this activity will be carried out with appropriate diligence, in order to provide inputs to the "Track & Manage Customer Problem" process. Analyze customer problem, filter out irrelevant and false problems. Determine the problem severity based on its impact and set the appropriate priority. AM</p> <p><i>Etiya Customer Complaint Management system allows defining main categories and sub-categories in order to categorize customer problems. Etiya Customer Complaint Management System also allows ticket types (complaints, trouble, etc.) in order to categorize the customer notifications.</i></p> <p>([C_TCCM]), 5.1.4 Main Category)</p> <p>([C_TCCM]), 5.1.5 Sub Category)</p> <p>([C_TCCM]), 5.1.3 Ticket Type)</p> <p>([UG_TCCM]) 4.5. Main Category Operations)</p> <p>Extended Description</p> <p>Not used for this process element</p>

31.1.6 1.3.7.1.6 - Identify Root Cause / Check for Workarounds

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.6 - Identify Root Cause / Check for Workarounds
<p>Brief Description AM</p> <p>To be added 😊</p> <p>Verify the configuration of the customer’s product. Look for the root cause of the customer problem. If the cause is determined, recommend a workaround or a temporary fix for the problem.</p> <p>AM</p> <p><i>Etiya Customer Complaint Management system allows defining flows, main categories and sub-categories in order to categorize customer problems. Therefore according to the defined main categories and sub-categories Customer Complaint Management allows identifying the root cause of the problems. Also Customer Complaint Management system provides reports to monitor the root cause of the problems</i></p> <p>([C_TCCM]), 5.1.4 Main Category)</p> <p>([C_TCCM]), 5.1.5 Sub Category)</p> <p>([C_TCCM]), 5.1.10 Reporting)</p> <p>([UG_TCCM]) 4.5. Main Category Operations)</p> <p>([UG_TCCM]) 13. Reports)</p> <p>Extended Description</p> <p>Not used for this process element</p>

31.1.7 1.3.7.1.7 - Obtain permanent fix or workarounds

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.7 - Obtain permanent fix or workarounds
<p>Brief Description AM</p> <p>To be added 😊</p> <p>Check for permanent fixes for the customer and if not available look for possible workarounds as remedy for the problem. AM</p> <p><i>Etiya Customer Complaint Management system allows defining process flows in order to provide permanent solutions to the customer problems. If several technical units or back office has to deal with the solution of the problem, Customer Complaint Management system allows assigning these problems to the related to units in order to fix the problem.</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 6. Complaint Management Lifecycle)</p>

([\[UG_TCCM\]](#)) **9.Process Designer**

([\[UG_TCCM\]](#)) **11.Ticket Information**

Extended Description

Not used for this process element

31.1.8 1.3.7.1.8 - Create customer problem restoration plan

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.8 - Create customer problem restoration plan
<p>Brief Description AM</p> <p>To be added 😊</p> <p>The primary aim is to put a plan to restore the 'normal service' to the customer as quickly as possible. That should include anything that is needed to allow the customer to return to the normal working, in order to minimize business impact. AM</p> <p><i>Etiya Customer Complaint Management system allows defining process flows in order to restore customer problems. Moreover for the common repeating customer problem, Customer Complaint Management System allows defining problem title and resolution description (CCM Help Desk) in order to search by the agents in order to restore customer problem</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 5.12 Help-Desk)</p> <p>([UG_TCCM]) 9.Process Designer)</p> <p>([UG_TCCM]) 14.4. Help Desk Panel)</p> <p>Extended Description Not used for this process element</p>

31.1.9 1.3.7.1.9 - Create Known record

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.1.9 - Create Known record
<p>Brief Description AM</p> <p>To be added 😊</p> <p>The record include the details of the problem and the symptoms that occurred, together with precise details of any workaround or fix that can be taken to restore the service and/or resolve the problem. AM</p> <p><i>Etiya Customer Complaint Management system allows storing all the resolved and unresolved problems of the customer and allows monitoring them during ticket entry. Moreover for the common repeating customer problem, Customer Complaint Management System allows defining problem title and resolution description (CCM Help Desk) in order to search by the agents in order to restore customer problem</i></p> <p>([C_TCCM]), 5.1 Ticketing)</p> <p>([C_TCCM]), 5.12 Help-Desk)</p> <p>([UG_TCCM]) 14.4. Help Desk Panel)</p> <p>([UG_TCCM]) 11. Ticket Information)</p> <p>([UG_TCCM]) 14.4. Help Desk Panel)</p> <p>Extended Description Not used for this process element</p>

32 Supporting Evidence References

C_TCCM

Etiya_Customer_Complaint_Management_Concepts_v1.0.docx, Concepts Document for Etiya Customer Complaint Management

UG_TCCM

Etiya_Customer_Complaint_Management_User_Guide, User Guide Document for Etiya Customer Complaint Management

Etiya Information Technologies

Etiya BSS Platform v9.0

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Report Customer Problem (1.3.7.2)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

33 1.3.7 Problem Handling

33.2 1.3.7.2 - Report Customer Problem

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED.**

33.2.1 1.3.7.2.1 - Monitor Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.7.2.1 - Monitor Customer Problem	
<p>Brief Description</p> <p style="background-color: #90EE90;">This process is responsible for continuously monitoring the status of customer problem reports. AM</p> <p><i>Etiya Customer Complaint Management system allows monitoring of all the resolved and unresolved problems of the customer during ticket entry. The status of these tickets can be seen as well in customer operations menu. Moreover to monitor the status of the problems, Customer Complaint Management ticket status report or other report(s) can be generated.</i></p> <p>([C_TCCM]), 5.1.9 Manage Ticket Process)</p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13.Reports)</p> <p>([UG_TCCM]), 12.9 Ticket Tab)</p>	
<p>Extended Description</p> <p>Not used for this process element</p>	

33.2.2 1.3.7.2.2 - Distribute Customer Problem Notifications

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.2.2 - Distribute Customer Problem Notifications
<p>Brief Description</p> <p>This process makes the necessary reports about the problem that occurred, the root cause and the activities carried out for recovery of normal operation. AM</p> <p><i>Etiya Customer Complaint Management System allows generating reports about the root cause of the problem and activities carried out for the recovery. Closed Notifications Report: Opened/Closed Notification Reports gives comprehensive details about the reason of the problem. End of Task Report gives information about the details of the unit's task during the lifecycle of the ticket.</i></p> <p><i>Moreover, Customer Complaint Management system allows monitoring the history of the ticket flow. In the customer operations menu, user can monitor the history of the whole ticket lifecycle and the activities carried out in the flow.</i></p> <p>([C TCCM]), 5.10 Reporting)</p> <p>([C TCCM]), 5.1.9 Manage Ticket Process)</p> <p>([UG TCCM]), 13.Reports)</p> <p>([UG TCCM]), 11.Ticket Information)</p> <p>Extended Description</p> <p>Not used for this process element</p>

33.2.3 1.3.7.2.3 - Distribute Customer Problem Management Reports & Summaries

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.2.3 - Distribute Customer Problem Management Reports & Summaries
<p>Brief Description</p> <p>This process records, analyzes and assesses the Customer Problem Management status changes to provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Customer Problem Management process. AM</p> <p><i>Etiya Customer Complaint Management System allows generating reports to provide the efficiency and effectiveness of the overall Customer Problem Management process. For instance in order to track the performance of the agents and units, Agent Basis Notification Report can be generate and Pool Basis Notification Report. However Customer Complaint Management system does not automatically asses or evaluate the performance of the overall Customer Problem Management system, the business analyst or the related person in the service provider has to evaluate the output of the generated reports.</i></p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13.Reports)</p> <p>These specialized summaries could be specific reports required by specific audiences. AM</p> <p><i>Etiya Customer Complaint Management System allows generating reports to provide the efficiency and effectiveness of the overall Customer Problem Management process. For instance in order to</i></p>

track the performance of the agents and units, Agent Basis Notification Report can be generate and Pool Basis Notification Report.

([\[C_TCCM\]](#)), **5.10 Reporting**),

([\[UG_TCCM\]](#)), **13.Reports**)

Extended Description

Not used for this process element

33.2.4 1.3.7.2.4 - Notify Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.2.4 - Notify Customer Problem
<p>Brief Description</p> <p>This process is responsible for managing notifications to processes and other parties registered to receive notifications of any status changes on customer problem reports. Notification lists are managed and maintained by the Support Problem Handling processes. A</p> <p><i>Etiya Customer Complaint Management system allows providing notifications of the customer in any part of the Customer problem management process. Etiya Customer Complaint Management system allows defining sms and e-mail templates in order to notify customer. For instance e-mail template for sending when problem received or problem resolved can be defined. Customer Complaint Management system integrate with a third party sms, e-mail system via APIs in order to send the defined templates.</i></p> <p>([C_TCCM]), 5.1.8 Customer Notification)</p> <p>([C_TCCM]), 5.8 Notification Operations)</p>
<p>Extended Description</p> <p>Not used for this process element</p>

33.2.5 1.3.7.2.5 - Issue Customer Problem Management Summaries

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.2.5 - Issue Customer Problem Management Summaries
<p>Brief Description</p> <p>This process issues specialized summaries of the efficiency and effectiveness of the overall Customer Problem resolution process.</p> <p>These specialized summaries could be specific reports required by specific audiences. AM</p> <p><i>Etiya Customer Complaint Management System allows generating reports to provide the efficiency and effectiveness of the overall Customer Problem Management process. For instance in order to track the performance of the agents and units, Agent Basis Notification Report can be generate and Pool Basis Notification Report, Dashboard Report to monitor the solution time of the cutomer problems.</i></p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13.Reports)</p> <p>Extended Description</p> <p>Not used for this process element</p>

33.2.6 1.3.7.2.6 - Generate Customer Problem Management Reports

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.2.6 - Generate Customer Problem Management Reports
<p>Brief Description</p> <p>This process generates Customer Problem management reports that provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Customer Problem Management process. These specialized summaries could be specific reports required by specific audiences. AM</p> <p><i>Etiya Customer Complaint Management System allows generating reports to provide the efficiency and effectiveness of the overall Customer Problem Management process. For instance in order to track the performance of the agents and units, Agent Basis Notification Report can be generate and Pool Basis Notification Report. However Customer Complaint Management system does not automatically asses or evaluate the performance of the overall Customer Problem Management system, the business analyst or the related person in the service provider has to evaluate the output of the generated reports.</i></p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13.Reports)</p> <p>Extended Description</p> <p>Not used for this process element</p>

34 Supporting Evidence References

C_TCCM

Etiya_Customer_Complaint_Management_Concepts_v1.0.docx, Concepts Document for Customer Complaint Management

UG_TCCM

Etiya_Customer_Complaint_Management_User_Guide, User Guide Document for Etiya Customer Complaint Management

Etiya Information Technologies

Etiya BSS Platform v9.0

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Track & Manage Customer Problem (1.3.7.3)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

35 1.3.7 Problem Handling

35.3 1.3.7.3 Track & Manage Customer Problem

AA **Alfred Anaya-Dubern...**
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

35.3.1 1.3.7.3.1 - Coordinate Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS
3.7.3.1 - Coordinate Customer Problem
<p>Brief Description</p> <p style="background-color: #e1eef6;">This process coordinates all the actions necessary in order to guarantee that all tasks are finished at the appropriate time and in the appropriate sequence. It schedules, assigns and coordinates any recovery activities, and any repair and restoration activities delegated to other processes. It undertakes necessary tracking of the execution progress, modifies information in an existing Customer Problem Report based on assignments, and modifies the Customer Problem Report status. AM</p> <p><i>Customer Complaint Management system allows defining flows in business process manager (BPM) in order to coordinate all the actions necessary. BPM coordinates by assigning the problems to the related units which are defined in process flow. Customer Complaint Management system allows defining responsible user account for escalation and delegation purposes. Moreover Customer Complaint Management system allows defining SLA levels, SLA types in order to manage and track solution times. If the solution time exceeds the defined SLA level Etiya CCM send the unresolved problem list which exceeds the SLA time to the defined used assigned for escalation.</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 5.6 SLA Management)</p> <p>([UG_TCCM]), 9.Process Designer)</p> <p>Extended Description</p> <p>Not used for this process element</p>

35.3.2 1.3.7.3.2 - Cancel Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.3.2 - Cancel Customer Problem
<p>Brief Description</p> <p>This process cancels a Customer Problem Report when the specific trouble was related to an incorrect customer problem report. AM</p> <p><i>Etiya Customer Complaint Management system allows closing the customer complaints manually and allows change the ticket category, sub-category if the back office user realize that these infos are selected incorrectly. Moreover Etiya Customer Compliant Management system allows defining ticket change reason to select and notify the proceeding units in flow when a change is took place.</i></p> <p>([C_TCCM]), 5.13 General)</p> <p>([C_TCCM]), 5.7 Configuration)</p> <p>([UG_TCCM]), 4.Configuration)</p> <p>Extended Description</p> <p>Not used for this process element</p>

35.3.3 1.3.7.3.3 - Escalate/End Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.3.3 - Escalate/End Customer Problem
<p>Brief Description</p> <p>Initiate escalation of customer problem reports as necessary A</p> <p><i>Etiya CCM , allows defining ticket priorities in order to prioritize the customer problems. Therefore customer problems with higher priorities is submitted into customer problem management flow. If customer problem needs to be resolved initially admin user can also claim the customer problem and assign to related unit or team. Moreover Customer Complaint Management System allows assigning user account for escalation and delegation. Unresolved customer ticket list will be send to the user account e-mail if they exceeds SLA duration.</i></p> <p>([C_TCCM]), 5.1.3. Ticket Type)</p> <p>([C_TCCM]), 5.2.2 Group)</p> <p>([C_TCCM]), 5.6. SLA Management)</p> <p>([UG_TCCM]), 4.3 Group Type)</p> <p>Extended Description</p> <p>Not used for this process element</p>

35.3.4 1.3.7.3.4 - Monitor Customer Problem Jeopardy Status

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.3.4 - Monitor Customer Problem Jeopardy Status
<p>Brief Description</p> <p>Monitoring the jeopardy status of open customer problem reports</p> <p><i>In Customer complaint management system gradual notifications can be performed due to its SLA Management. With the help of phase, to, cc, frequency info which can be defined dynamically in SLA management menu, e-mail notifications can be performed.</i></p> <p>([C_TCCM]), 5.6. SLA Management)</p>
<p>Extended Description</p> <p>Not used for this process element</p>

35.3.5 1.3.7.3.5 - Prioritize Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.3.5 - Prioritize Customer Problem
<p>Brief Description AM</p> <p>To be added 😊</p> <p>The prioritization is assigned (usually automatically) according to criteria, such as, categorization, customers affected and SLAs. Record and prioritize the Problem with appropriate diligence, in order to facilitate a swift and effective resolution and avoid ambiguities. AM</p> <p><i>Customer Complaint Management system allows ticket priority in order to prioritize the customer problem. Defined ticket priority can be selected in node configuration in order to assign a ticket priority to the customer problem management flow.</i></p> <p>([C_TCCM]), 5.1.3. Ticket Type)</p> <p>Extended Description</p> <p>Not used for this process element</p>

35.3.6 1.3.7.3.6 - Escalate Customer Problem to support team

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.3.6 - Escalate Customer Problem to support team
<p>Brief Description AM</p> <p>To be added 😊</p> <p>Escalate the customer problem, to involve the appropriate support team, with all related customer and problem information to a higher level support. AM</p> <p><i>Etiya Customer Complaint management system provides defining process flows in order to assign/escalate customer problems to the related support team. Moreover Etiya Customer Complaint Management system allows manually closing or assigning the tickets.</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 6 Complaint Management Lifecycle)</p> <p>([UG_TCCM]), 13.Reports)</p> <p>([UG_TCCM]), 9.Process Designer)</p> <p>Extended Description Not used for this process element</p>

36 Supporting Evidence References

C_TCCM

Etiya_Customer_Complaint_Management_Concepts_v1.0.docx, Concepts Document for Etiya Customer Complaint Management

UG_TCCM

Etiya_Customer_Complaint_Management_User_Guide, User Guide Document for Etiya Customer Complaint Management

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TM Forum Framework 17.5 Certification

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Self-Assessment Process Mapping Report

Close Customer Problem Report (1.3.7.4)

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Merve Karaca, Etiya

37 1.3.7 Problem Handling

37.4 1.3.7.4 - Close Customer Problem Report

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

37.4.1 1.3.7.4.1 - Contact Customer for Feedback

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.4.1 - Contact Customer for Feedback
<p>Brief Description</p> <p>This process is responsible for contacting the customer to inquire about the customer's satisfaction with resolution of the problem. AM</p> <p><i>In order to meter the customer satisfaction or meter the performance of a service provided by the service provider, Etiya CCM allows defining surveys in order to ask/send to customer. In Customer Complaint Management System, survey module is a configurative module meaning dynamic surveys can be defined.</i></p> <p>([C_TCCM]), 5.11 Survey)</p> <p>Extended Description Not used for this process element</p>

37.4.2 1.3.7.4.2 - Complete and Validate Customer Problem Report

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.4.2 - Complete and Validate Customer Problem Report
<p>Brief Description AM</p> <p>To be added</p> <p>Validate whether or not a resolution has been implemented for the customer problem. And ensure that the solution to a problem affecting the customer has been documented. AM</p> <p><i>In order to validate customer problems Etiya Customer Complaint stores customer contact information and also feedback type, in order to communicate with the customer. For instance customer may want to be informed via phone or mail. Moreover Etiya CCM allows defining appointments to the customer in order to validate and complete the customer as well. In general CCM Business Process Manager allows designing dynamic flows in order to complete all customer problems. Moreover customer satisfaction can be measured via surveys in order to complete customer problem lifecycle as well.</i></p> <p>([C_TCCM]), 5.1.10. Manage Pool Process)</p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 5.11 Survey)</p> <p>([UG_TCCM]), 9.Process Designer)</p> <p>Extended Description Not used for this process element</p>

37.4.3 1.3.7.4.3 - Update Time to Restore Service

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.4.3 - Update Time to Restore Service
<p>Brief Description</p> <p>To be added</p> <p>Update the time taken to restore a configuration or Service after a failure; measured from the time the service failed until it was fully restored to its normal functionality.</p> <p><i>In customer complaint management system, for the also service provider usage, general troubles can be defined and also according to the flow(s) defined, the trouble tickets can be assigned to technical units in order to restore the service of the vendor as well apart from the customer problems.</i></p> <p>([C_TCCM]), 5.1.3 Ticket Type)</p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([UG_TCCM]), 9.Process Designer)</p> <p>Extended Description</p> <p>Not used for this process element</p>

37.4.4 1.3.7.4.4 - Finalize Customer Problem Report

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.4.4 - Finalize Customer Problem Report
<p>Brief Description</p> <p>Ensure that a problem affecting the customer is solved, AM</p> <p><i>Customer Complaint Management System allows defining closure code which can the back office user or the related technical unit can be changed before closing the customer problem ticket in order to finalize the process. Moreover Customer Complaint Management System allows sending e-mail and sms notification to notify whether the problem is solved or not, or customer complaint management system sends survey</i></p> <p>([C_TCCM]), 5.7 Configuration- Closure Code)</p> <p>([C_TCCM]), 5.1.8 Customer Notification)</p> <p>([C_TCCM]), 5.11 Survey)</p> <p>([UG_TCCM]), 4.6 Closure Code)</p> <p>([UG_TCCM]), 12.6.2 Send a SMS)</p> <p>([UG_TCCM]), 12.6.3 Send an E-mail)</p> <p>Extended Description</p> <p>Not used for this process element</p>

37.4.5 1.3.7.4.5 - Communicate Service improvement Opportunity

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.4.5 - Communicate Service improvement Opportunity
Brief Description Identify opportunities for improvement AM <i>Customer Complaint Management System allows generating reports in order to determine the most problem in categories or the problems according to the units. However Customer Complaint Management System does not asses or evaluate the outcome result of these reports. The admin or a business analyst has to evaluate the outcome of these reports.</i> ([C_TCCM]), 5.10 Reporting ([UG_TCCM]), 13.Reports Extended Description Not used for this process element

38 Supporting Evidence References

C_TCCM	Etiya_Customer_Complaint_Management_Concepts_v1.0.docx, Concepts Document for Etiya Customer Complaint Management
UG_TCCM	Etiya_Customer_Complaint_Management_User_Guide, User Guide Document for Etiya Customer Complaint Management

Etiya Information Technologies

Etiya BSS Platform v9.0

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Create Customer Problem Report (1.3.7.5)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

39 1.3.7 Problem Handling

39.5 1.3.7.5 - Create Customer Problem Report

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

39.5.1 1.3.7.5.1 - Generate Customer Problem Report

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.7.5.1 - Generate Customer Problem Report	
Brief Description AM	To be added
<p>Mandatory Capture all the necessary customer information and related problem details and include them in the new Customer Problem Report AM</p> <p><i>Customer Complaint Management System is integrated with the Etiya CRM Product or any third party CRM application to retrieve the all the necessary customer information during problem (ticket) entry process. Moreover Customer Complaint Management allows entering customer problems who</i></p>	

are not defined in the CRM system as well. While submitting undefined customer's problem, all the necessary mandatory customer info has to be submitted. Moreover Etiya Customer Complaint Management allows submitting all the necessary information to create the customer problem ticket as well .(Main Category, Sub Category, Problem Description.. etc)

([\[C_TCCM\]](#)), 5.1 Ticketing)

([\[UG_TCCM\]](#)), 12. Closed Ticket Information Screen)

39.5.2 1.3.7.5.3 - Check for major outage

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.7.5.3 - Check for major outage	
Brief Description AM	To be added
Mandatory	Check if the problem is related to major system/service outage and not only to a specific customer or group of customers. AM
	<i>Customer Complaint Management generates several report including information about the ticket description and categories which will indicates the major outage. However Customer Complaint management system does not automatically gives the major outage, the responsible user has to assess the results of the reports.</i>
	([C_TCCM]), 5.10 Ticket)
Extended Description	Not used for this process element

39.5.3 1.3.7.5.2 - Obtain Configuration Information

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.5.2 - Obtain Configuration Information
<p>Brief Description M To be added</p> <p>Mandatory Acquisition of configuration information from the ITIL CMS and the placement of the customer problem in a known category and priority. AM</p> <p><i>Etiya Customer Complaint Management System, all the parameters that constitute the customer complaint management are configurable. Ticket type, channel, main category, sub category values can be defined, changed or deleted. Moreover Customer Complaint Management allows using these parameters when defining customer problem management flows in Process Designer. The created flows can be export as xml files. However Customer Complaint Management System does not export the other configuration values from the user interface. Data Base admin or the responsible user has to extract the values from Database manually</i></p>

([\[C_TCCM\]](#)), **5.1 Ticketing**)

([\[C_TCCM\]](#)), **5.4 Process Design**)

([\[UG_TCCM\]](#)), **9.Process Designer**)

([\[UG_TCCM\]](#)), **12. Closed Ticket Information Screen**)

40 Supporting Evidence References

C_TCCM

Etiya_Customer_Complaint_Management_Concepts_v1.0.docx, Concepts Document for Etiya Customer Complaint Management

UG_TCCM

Etiya_Customer_Complaint_Management_User_Guide, User Guide Document for Etiya Customer Complaint Management

Etiya Information Technologies

Etiya BSS Platform v9.0

TM Forum Frameworx 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Correct & Recover Customer Problem (1.3.7.6)

Version 1 Review 0

April, 18th 2018

Merve Karaca, Etiya

41 1.3.7 Problem Handling

41.6 1.3.7.6 - Correct & Recover Customer Problem

AA **Alfred Anaya-Dubern...**
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.^[1]

41.6.1 1.3.7.6.1 - Manage Product Restoration

LEVEL 4 PROCESS MAPPING DETAILS
1.3.7.6.1 - Manage Product Restoration
<p>Brief Description</p> <p style="background-color: yellow;">This process attempts to restore the purchased product offerings to a normal operational state as efficiently as possible. M</p> <p><i>Etiya Customer Complaint Management allows defining tickets over customer’s specific product. Etiya Customer Complaint Management allows defining business flows in order to resolve customer problems related to their products. However Customer Complaint Management system does not restore the purchased products automatically to normal operational state, it will let the technical unit or units to take care of the customer product by assigning the problem according to the business flow.</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([C_TCCM]), 5.1.9 Manage Ticket Processes)</p> <p>([UG_TCCM]), 9. Process Designer)</p> <p>([UG_TCCM]), 11.Ticket Information)</p> <p>Extended Description</p> <p>Not used for this process element</p>

41.6.2 1.3.7.6.2 - Report Product Restoration Results

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.6.2 - Report Product Restoration Results
<p>Brief Description</p> <p>This process reports successful restoration of normal operation or an unsuccessful attempt at restoration to Track & Manage Customer Problem through updates to the associated Customer Problem Report. M</p> <p><i>Etiya Customer Complaint Management allows defining task exit reasons which is also configurable. Therefore if an unsuccessful attempt at solving the customer fail, the user from the technical unit can select the related task exit reason. Moreover Customer Complaint Management allows generating end of task report or closed notification report to report the successful restoration and unsuccessful restoration attempts.</i></p> <p>([C_TCCM]), 5.7 Configuration – Task Exit Reason)</p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13. Reports)</p> <p>Extended Description</p> <p>Not used for this process element</p>

41.6.3 1.3.7.6.3 - Determine Resolution Feasibility and Justification

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.6.3 - Determine Resolution Feasibility and Justification
<p>Brief Description M To be added</p> <p>Mandatory</p> <p>Determine whether the problem can be resolved and what will be required. Identify if what is required to solve the problem is adequate to the problem business and financial impacts on the organization. M</p> <p><i>Etiya Customer Complaint Management system allows monitoring the detailed description in which every unit has left over the ticket history during customer ticket lifecycle. However system does not allow determining the resolution automatically, the business analyst or the admin user who uses the customer complaint management system has to assess the results of the reports in order to assess a resolution.</i></p> <p>([C TCCM]), 5.1.9 Manage Ticket Processes)</p> <p>Extended Description Not used for this process element</p>

41.6.4 1.3.7.6.4 - Implement Customer Problem Workaround

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.6.4 - Implement Customer Problem Workaround
<p>Brief Description AM To be added</p> <p>Mandatory</p> <p>Implement a temporary solution in parallel to finding a final fix. AM</p> <p><i>Customer Complaint Management system allows defining process flows in order to solve customers problems permanently or in order to find workarounds. For instance the agent can send the customer problem to back office which is defined in the process designer according to the defined flow. So in the back office pool, the back office user can start working on the customer problem. When the process flow is defined in the process manager the agent does not even have to know the details of the technical units, agent has to only click the send button in order to follow the ticket lifecycle.</i></p> <p>([C_TCCM]), 5.1.9 Manage Ticket Processes)</p> <p>Extended Description Not used for this process element</p>

41.6.5 1.3.7.6.5 - Test & Validate Implemented Solution

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.6.5 - Test & Validate Implemented Solution
<p>Brief Description M To be added</p> <p>Mandatory</p> <p>Test a temporary solution in parallel to finding a final fix. M</p> <p><i>Customer Complaint Management system allows defining customer problem solution flows, however the system does not test whether the customer problem is solved or not, the unit who deals with the problem has to ensure whether the problem is solved. However in order to validate the implemented solution surveys can be generated and send to the customer for feedback purposes</i></p> <p>([C_TCCM]), 5.4 Process Design)</p> <p>([UG_TCCM]), 9. Process Designer)</p> <p>Extended Description Not used for this process element</p>

41.6.6 1.3.7.6.6 - Initiate Change Request

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.7.6.6 - Initiate Change Request	
Brief Description M	
To be added	
Mandatory	
	The problem analysis will initiate a change request to implement a final fix. The request contains:
	<ul style="list-style-type: none">• Full description of the requested fix and problem.• Financial and business justification.• Management approval.
	<i>Etiya Customer Complaint Management system allows changing the customer problem during ticket lifecycle. The assigned back office user or technical unit member who has authority can change the ticket manually if he or she understood that the selected categories or sub-categories are wrong.</i>
Extended Description	
	Not used for this process element

41.6.7 1.3.7.6.7 - Review Major Customer Problem

LEVEL 4 PROCESS MAPPING DETAILS 1.3.7.6.7 - Review Major Customer Problem
<p>Brief Description M</p> <p>To be added</p> <p>Mandatory</p> <p>To review the resolution of customer problems that have been categorized as major impact, in order to prevent recurrence and learn lessons for the future. M</p> <p><i>Etiya Customer Complaint Management allows listing all the customers' resolved/unresolved problems in the customer operations menu. Moreover in order to review a customer's problem, ticket details can be seen, all the units that is involved in the problem solving flow can be seen in ticket details and ticket history fields in customer operations menu.</i></p> <p>([C_TCCM]), 5.10 Reporting)</p> <p>([UG_TCCM]), 13. Reports)</p> <p>Extended Description</p> <p>Not used for this process element</p>

42 Supporting Evidence References

C_TCCM

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UG_TCCM

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